

TABLE OF CONTENTS

- I. EEC
ANDORRA
BELGIUM/LUXEMBOURG
CANARY ISLANDS
FRANCE
GERMANY
GREECE
IRELAND
ISRAEL
ITALY
NETHERLANDS
PORTUGAL
SPAIN MAINLAND
UNITED KINGDOM
- II. EEMA
ALGERIA
AUSTRIA
BAHRAIN
BULGARIA
CZECH REPUBLIC
EGYPT
FINLAND
GABON
HUNGARY
IVORY COAST
KUWAIT
MALI
MALTA
MOROCCO
NIGERIA
NORWAY
OMAN
POLAND
QATAR
REUNION
ROMANIA
SAUDI ARABIA
SENEGAL
SWEDEN
SWITZERLAND
TUNISIA
TURKEY
UNITED ARAB EMIRATES

2500058766

III. JAPAN

IV. ASIA/PACIFIC

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2500058767

VI. CANADA

VII. U.S.A. MARKET

2500058768

EEC

2500058769

I. E.E.C.

ANDORRA

BELGIUM/LUXEMBOURG

CANARY ISLANDS

FRANCE

GERMANY

GREECE

IRELAND

ISRAEL

ITALY

NETHERLANDS

PORTUGAL

SPAIN MAINLAND

UNITED KINGDOM

2500058770

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ANDORRA

TOTAL CIGARETTE CONSUMPTION (MILLIONS)
 (ESTIMATE)
 LOCAL MANUFACTURE
 IMPORTED
 COMPANY SHARES %

	1987	1988	1989	1990	1991	1992
2) PHILIP MORRIS (PM)	23.3	29.1	32.3	33.4	44.8	50.2
1) R.J. REYNOLDS (RJR)	43.9	41.1	37.0	45.5	35.9	28.0
3) TABACALERA (TSA)	18.7	16.8	16.5	10.5	8.7	12.9
4) S.E.I.T.A. (SEITA)	4.4	4.1	4.0	3.1	3.4	4.0
OTHERS	9.7	7.9	10.2	7.5	7.2	4.9
BRAND FAMILY SHARES %						

BRAND NAME	1987	1988	1989	1990	1991	1992
1) MARLBORO	21.9	27.8	31.3	32.7	44.0	49.1
2) WINSTON	36.5	34.7	31.3	40.7	29.9	22.6
3) FORTUNA	12.1	11.4	10.7	6.6	5.9	8.7
4) CAMEL	7.4	6.4	5.6	4.8	6.0	5.5
5) LUCKY STRIKE	2.0	2.6	3.3	2.4	2.3	3.5
6) GIGANTES	4.1	3.7	3.4	2.6	2.9	N.A.
7) DUCADOS	5.0	4.3	4.5	3.3	2.1	N.A.
OTHERS	11.0	9.1	9.9	6.9	6.9	N.A.

TRADEMARK
 OWNERSHIP
 P. MORRIS
 R.J. REYNOLDS
 TABACALERA
 TSA/IMSA
 SOCIREN/ANDORRA
 SOCIREN/ANDORRA
 TSA/IMSA
 TSA/SPAIN
 SEITA/FRANCE
 TSA/SPAIN

BRAND NAME
 1) MARLBORO
 2) WINSTON
 3) FORTUNA
 4) CAMEL
 5) LUCKY STRIKE
 6) GIGANTES
 7) DUCADOS
 OTHERS

BRAND FAMILY SHARES %

2) PHILIP MORRIS (PM)
 1) R.J. REYNOLDS (RJR)
 3) TABACALERA (TSA)
 4) S.E.I.T.A. (SEITA)
 OTHERS

COMPANY SHARES %

IMPORTED

LOCAL MANUFACTURE

(ESTIMATE)

TOTAL CIGARETTE CONSUMPTION (MILLIONS)

NAME OF MARKET: ANDORRA

PHILIP MORRIS INTERNATIONAL FACT BOOK

EFC 1

2500058771

(ANDORRA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	--	--	--
E) COUPONS	--	--	--	--	--	--
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058772

EEC 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BELGIUM/LUXEMBOURG

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,945	18,007	17,378	17,242	17,578	17,197
POPULATION TOTAL (MILLIONS)	10.2	10.2	10.2	10.3	10.4	10.4
PER CAPITA CONSUMPTION	1,754	1,758	1,694	1,680	1,695	1,652
SMOKER INCIDENCE *						
% OF TOTAL POPULATION	23.0	21.0	22.0	22.0	27.0	24.0
% OF FEMALE POPULATION	25.0	19.0	20.0	20.0	25.0	23.0
% OF MALE POPULATION	20.0	23.0	24.0	25.0	29.0	26.0
COMPANY SHARES %						
1) ROTHMANS	40.2	38.9	36.8	35.3	33.4	31.6
2) PMB	16.8	18.2	20.4	22.7	24.8	26.4
3) CINTA	16.6	16.7	16.6	16.9	16.6	16.8
4) B.A.T.	12.0	12.8	13.4	13.6	13.7	13.7
5) R.J. REYNOLDS/GOSSET	7.5	7.4	7.2	6.0	5.9	5.6
6) H. VAN LANDEWYCK	6.9	5.9	5.4	5.4	5.4	5.6
OTHERS	--	0.1	0.2	0.1	0.2	0.3

*Belgium only.

(BELGIUM/LUXEMBOURG)

1987 1988 1989 1990 1991 1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELGA	ROTHMANS	VANDER ELST	24.7	23.6	22.2	21.4	20.3	19.3
2) MARLBORO	P.M.B.	P.M.B.	13.6	14.7	16.1	17.4	18.1	18.0
3) BASTOS	CINTA	CINTA	8.2	8.6	8.5	8.9	8.8	8.7
4) L&M	P.M.B.	P.M.B.	0.6	0.9	1.7	2.7	4.1	5.8
5) BARCLAY	B.A.T.	B.A.T.	2.9	3.2	3.6	4.4	5.1	5.6
6) GAULOISES	CINTA	CINTA	5.8	5.7	5.7	5.7	5.6	5.4
7) BOULE D'OR	B.A.T.	B.A.T.	4.6	4.5	4.4	4.2	4.0	3.8
8) DUCAL	ROTHMANS	H.V. LANDEWYCK	3.4	3.3	3.5	3.5	3.6	3.7
9) P. STUYVESANT	ROTHMANS	TURMAC	3.7	3.8	3.7	3.6	3.4	3.3
10) RICHMOND	ROTHMANS	JUB/LAURENS	3.6	3.5	3.5	3.3	3.1	2.8
11) JOHNSON	ROTHMANS	JUB/LAURENS	3.4	3.3	3.2	3.2	3.1	2.8
12) CAMEL	R.J.R.	GOSSET/RJR	1.9	2.3	2.5	2.0	2.3	2.6
13) ST. MICHEL	GOSSET	GOSSET/RJR	4.9	4.4	4.0	3.4	3.1	2.5
14) MARYLAND	ROTHMANS	H.V. LANDEWYCK	1.4	1.3	1.4	1.4	1.4	1.4
15) PHILIP MORRIS	P.M.B.	P.M.B.	0.7	0.8	1.0	1.1	1.2	1.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	88.3	88.9	89.7	90.7	91.3	92.1
FILTER MENTHOL	0.7	0.7	0.7	0.8	0.8	0.8
NON-FILTER	11.1	10.4	9.6	8.5	7.9	7.1

PRICE SEGMENTATION %

LUXURY	1.0	1.0	1.0	0.9	0.9	0.8
INTERNATIONAL	28.2	29.7	31.8	32.8	33.8	33.7
POPULAR	69.6	68.1	66.2	65.4	64.5	64.8
SUB-POPULAR	1.2	1.2	1.0	0.9	0.8	0.7

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10.1 MG AND ABOVE)	87.8	87.1	86.0	84.6	83.3	81.7
LIGHTS (6.1 - 10.0 MG)	6.5	6.9	7.5	8.0	8.6	9.3
SUPER LIGHTS (3.1 - 6.0 MG)	5.6	4.4	4.8	5.6	6.4	6.5
ULTRA LIGHTS (3.0 MG AND BELOW)	1.0	1.7	1.7	1.8	1.8	2.5

(BELGIUM/LUXEMBOURG)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: LOCAL BLOND	45.8	44.7	42.8	41.7	39.9	38.2
BLENDED	27.0	28.3	29.9	30.8	32.0	33.1
BLACK	15.8	14.9	13.9	12.8	12.0	10.9
LTN: LOCAL BLOND	4.6	4.7	4.6	4.7	4.6	4.7
BLENDED	6.7	7.6	8.8	10.1	11.5	13.0
LENGTH SEGMENTATION %						
REGULAR SIZE	58.5	56.6	53.6	51.3	48.8	45.7
KING SIZE	36.8	38.7	41.7	43.6	46.2	49.4
100 MM	4.4	4.5	4.5	4.8	4.8	4.7
120 MM	0.3	0.3	0.3	0.3	0.3	0.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	31.7	33.2	35.5	36.5	38.0	37.5
25 CIGTS/PACK	68.2	66.7	64.5	63.4	62.0	62.5
15 CIGTS/PACK	0.1	0.1	---	---	---	---
PACK TYPE SEGMENTATION %						
1. SOFT PACK	71.5	68.8	63.5	58.1	53.4	50.2
2. FLIP TOP BOX (HINGE LID)	27.1	29.8	35.2	40.6	45.3	48.5
3. PRINCESS & OTHERS	1.4	1.4	1.4	1.3	1.3	1.3

(BELGIUM/LUXEMBOURG)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	2/3	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)	99.2	91.0	83.7	75.3	73.0	*59.2
SMOKING TOBACCO (THOUSAND KILOS)	6,120	5,897	5,602	5,040	4,899	*4,298
CIGARILLOS (MILLIONS)	641.3	629.1	603.9	573.8	565.1	*452.3

*Latest data available through October 1992.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,817	5,031	5,202	4,833	5,465	5,105
OF WHICH LOCAL MANUFACTURE:	4,488	4,734	4,907	4,599	5,192	4,849
IMPORTED	329	297	295	234	267	256
POPULATION TOTAL (MILLIONS)	1,448	1,458	1,469	1,479	1,490	1,601
PER CAPITA CONSUMPTION	3,327	3,451	3,541	3,268	3,668	3,189
NUMBERS OF TOURISTS (MILLIONS)	4.7	5.4	5.2	5.5	N.A.	N.A.
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.1	29.6	30.9	31.1	31.9	31.9
% OF FEMALE POPULATION	24.6	17.6	18.5	25.0	24.9	24.9
% OF MALE POPULATION	48.6	41.6	37.0	37.9	39.0	39.0
COMPANY SHARES %						
1) R.J. REYNOLDS	32.5	34.0	34.3	32.8	31.9	30.6
2) PHILIP MORRIS	18.5	20.6	22.6	24.2	28.9	29.0
3) C.I.T.A.	30.3	27.2	26.4	27.4	23.3	22.9
4) B.A.T.	8.1	7.8	7.2	7.1	7.0	7.8
5) ROTHMANS	5.1	4.8	4.4	3.7	3.7	3.7
6) REGENTA	2.1	2.1	1.8	2.0	1.9	2.4
7) GALLAHER	1.2	1.5	1.5	1.4	1.4	1.6
8) REEMTSM	1.1	1.1	1.1	0.9	1.2	1.3
OTHERS	1.1	0.7	0.7	0.5	0.5	0.6

(CANARY ISLANDS)

BRAND FAMILY SHARES %			1987	1988	1989	1990	1991	1992
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)MARLBORO	P. MORRIS	P. MORRIS	12.2	14.0	16.1	17.4	22.0	22.2
2)WINSTON	R.J.R.	R.J.R.	20.4	20.5	20.2	19.8	19.0	18.2
3)CAMEL	R.J.R.	R.J.R.	11.6	13.1	13.7	12.5	12.6	12.1
4)KRUGER	C.I.T.A.	C.I.T.A.	10.6	11.1	10.9	12.0	10.7	9.8
5)CORONAS	C.I.T.A.	C.I.T.A.	14.2	11.2	10.6	10.6	8.7	9.2
6)BENSON	B.A.T.	B.A.T.	3.6	3.6	3.3	3.1	2.9	3.5
7)FORTUNA	PME/TSA	P. MORRIS	1.4	1.5	1.6	2.1	2.5	3.1
8)MECANICOS	J. DOS SANTOS	REGENTA	2.1	2.1	1.8	2.0	1.9	2.4
9)SWING	P. MORRIS	P. MORRIS	3.1	3.3	3.0	2.9	2.7	2.2
10)SILK CUT	GALLAHER	C.I.T.A.	1.2	1.4	1.5	1.4	1.4	1.6
11)BELMONT	B.A.T.	B.A.T.	1.2	1.2	1.1	1.4	1.5	1.5
12)ROTHMANS	ROTHMANS	C.I.T.A.	2.0	2.1	1.7	1.5	1.4	1.4
13)LARK	P. MORRIS	P. MORRIS	1.4	1.4	1.5	1.5	1.5	1.3
14)RECORD	C.I.T.A.	C.I.T.A.	1.8	1.5	1.4	1.5	1.3	1.2
15)OTHERS			13.4	12.0	11.6	10.3	9.9	10.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.3	94.7	95.4	95.8	96.1	95.6
FILTER MENTHOL			1.1	1.0	1.0	0.9	0.9	1.0
NON-FILTER			4.6	4.3	3.6	3.3	3.0	3.4
PRICE SEGMENTATION % (LAST INCREASE 1/93)								
PREMIUM (121 AND ABOVE)			3.4	8.1	7.8	6.9	6.5	7.2
HIGH (120)			54.8	52.6	54.5	53.9	57.6	56.5
MEDIUM HIGH (75 - 110)			5.9	5.6	5.9	5.8	6.7	7.7
MEDIUM (60 - 65)			5.0	5.6	5.4	5.5	5.1	4.6
LOW (40 - 55)			31.0	28.2	26.5	27.8	24.1	24.1

2500058778

EEC 8

(CANARY ISLANDS)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10.0 MG AND ABOVE)	95.1	95.0	94.9	94.7	93.8	92.9
LIGHTS (6.1 - 9.0 MG)	4.9	4.8	4.8	5.0	5.8	6.6
SUPER/ULTRA LIGHTS (6.0 MG AND BELOW)	---	0.1	0.2	0.2	0.3	0.6
TOBACCO TYPE SEGMENTATION %						
BLOND:						
AMERICAN	53.9	57.3	59.4	59.8	63.9	63.0
VIRGINIA	9.9	9.6	9.5	8.4	7.8	8.5
GERMAN & EUROPEAN	4.5	4.3	4.0	3.4	3.7	4.0
DARK	31.7	28.7	27.0	28.4	24.6	24.5
LENGTH SEGMENTATION %						
70 MM	3.6	3.5	3.1	3.0	2.7	3.1
80 MM	46.6	50.6	52.6	53.1	57.2	55.6
85 MM	46.7	43.2	41.6	41.4	37.8	39.1
95 MM	1.5	1.2	1.2	1.0	1.0	0.9
100 MM	1.4	1.4	1.4	1.4	1.2	1.2
120 MM	0.1	0.1	0.1	0.1	0.1	<0.1
PACK COUNT SEGMENTATION %						
UP TO 19 CIGTS./PACK	2.9	2.8	2.6	2.5	2.3	2.6
20 CIGTS./PACK	97.0	97.1	97.3	97.4	97.7	97.4
OVER 20 CIGTS./PACK	0.1	0.1	0.1	0.1	0.1	<0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	37.9	33.9	32.5	33.1	29.4	29.4
FLIP TOP BOX	60.9	65.1	66.6	66.1	69.8	69.9
PRINCESS & OTHERS	1.2	1.0	0.9	0.8	0.8	0.8

611890009Z

EEC 9

(CANARY ISLANDS)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION*	3	2	2	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BRANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*No advertising on TV by law since November 11, 1988

087850005Z

EEC 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FRANCE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	94,079	92,986	94,902	95,767	97,097	96,311
POPULATION TOTAL (MILLIONS)	55.5	55.7	56.0	56.3	56.9	57.2
PER CAPITA CONSUMPTION	1,691	1,668	1,694	1,700	1,707	1,684
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.0	34.0	34.0	32.0	33.0	32.0
% OF FEMALE POPULATION	23.0	41.0	41.0	38.0	38.0	37.0
% OF MALE POPULATION	37.0	27.0	27.0	27.0	27.0	27.0
COMPANY SHARES %						
1)SEITA	55.2	53.5	51.3	49.4	46.8	45.8
2)PHILIP MORRIS	20.0	21.2	22.8	24.2	25.8	27.2
3)ROTHMANS	14.7	14.5	14.3	14.0	13.7	14.0
4)R.J. REYNOLDS	6.6	7.3	7.8	8.4	8.8	8.0
OTHERS	3.5	3.5	3.8	4.0	4.9	5.0

187890009Z

EEC 11

(FRANCE)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1. MARLBORO RED	PM	14.8	15.1	15.8	15.7	15.8	15.8
2. GAULOISES	SEITA	16.5	15.7	14.9	13.6	12.2	11.0
3. CAMEL FILTER	RJR	4.9	5.2	5.3	5.7	5.8	5.1
4. GITANES NF	SEITA	6.8	6.3	6.0	5.3	4.8	4.6
5. PETER STUYVESANT RED	ROTHMANS	5.4	5.3	5.1	5.1	4.9	4.5
6. GAULOISES FILTER	SEITA	7.5	6.7	6.0	5.3	4.7	4.5
7. MARLBORO LIGHTS	PM	1.0	1.4	1.9	2.4	3.0	3.9
8. GAULOISES BLONDES	SEITA	4.0	3.8	3.5	3.2	3.1	3.5
9. GAULOISES LEGERES	SEITA	2.0	2.3	2.5	2.7	2.8	2.9
10. GAULOISES BLONDES LEGERES	SEITA	2.0	2.4	2.6	2.8	2.5	2.8
11. PM SUPERLIGHTS	PM	1.8	1.9	2.0	2.2	2.2	2.1
12. GITANES FILTER	SEITA	2.9	2.6	2.3	2.1	1.9	1.8
13. PETER STUYVESANT EXTRA MILD	ROTHMANS	1.5	1.4	1.5	1.6	1.7	1.6
14. ROTHMANS LEGERE	ROTHMANS	1.8	1.9	1.8	1.6	1.6	1.5
15. GAULOISES BRUNES ULTRA LEGERES	SEITA	---	---	0.7	1.3	1.5	1.5
16. GITANES MAIS NF	SEITA	2.0	1.8	1.6	1.6	1.4	1.3
17. CAMEL MILD	RJR	0.6	0.8	0.9	1.1	1.2	1.2
18. GAULOISES EXTRA LEGERE	SEITA	1.5	1.8	1.6	1.2	1.1	1.1
19. PHILIP MORRIS KS BOX	PM	0.5	0.6	0.6	0.9	1.1	1.1
20. GOLDEN AMERICAN KS BOX 25'S	ROTHMANS	---	---	---	---	---	1.0

TOBACCO TYPE SEGMENTATION %

BLOND	56.6	58.7	60.7	63.7	66.6	68.6
BLACK	43.4	41.3	39.3	36.3	33.4	31.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	69.5	71.1	72.6	74.9	76.8	78.5
FILTER (MENTHOL)	3.7	3.7	3.7	3.7	3.7	3.7
NON-FILTER	26.8	25.2	23.7	21.4	19.5	17.8

287890009Z

EEC 12

(FRANCE)

PRICE SEGMENTATION % (LAST INCREASE 1/93)	1987	1988	1989	1990	1991	1992
BLACK (7.50 - 13.20)	43.0	40.9	38.9	36.0	33.3	31.4
CHEAP (7.50 - 9.40)	0.2	0.1	<0.1	<0.1	<0.1	<0.1
MAINSTREAM (9.50 - 11.50)	9.9	10.2	10.5	10.7	11.1	12.1
INTERMEDIATE (11.60 - 12.60)	2.1	2.2	2.4	3.4	3.9	5.7
PREMIUM (12.70 - 13.40)	36.8	38.4	40.0	42.0	44.0	43.5
LUXURY (13.50 AND ABOVE)	7.9	8.1	8.2	7.8	7.7	7.3

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10.1 MG AND ABOVE)	81.2	78.5	76.0	73.5	71.0	68.6
LIGHTS (6.1 - 10.0 MG)	10.4	11.9	13.0	14.5	15.6	17.3
SUPER LIGHTS (3.1 - 6.0 MG)	6.4	7.4	7.9	8.1	9.0	8.6
ULTRA LIGHTS (3.0 MG AND BELOW)	2.1	2.3	3.1	4.0	4.5	5.5

(FRANCE)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	42.1	43.9	46.2	48.6	50.7	51.6
VIRGINIA	6.8	6.7	6.7	6.5	6.6	6.3
OTHER BLOND	7.7	8.1	7.9	8.6	9.3	10.7
BLACK	43.4	41.3	39.3	36.3	33.4	31.4
LENGTH SEGMENTATION %						
82 MM AND SHORTER	62.6	50.3	41.9	37.5	32.1	25.4
83 MM - 89 MM	33.3	45.2	53.4	57.6	63.0	69.9
90 MM - 100 MM	3.7	4.1	4.3	4.5	4.4	4.2
120 MM	0.4	0.4	0.4	0.4	0.5	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	2
D) MAGAZINES	3	3	3	3	3	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GERMANY

	1987	1988	1989	1990	*1991	*1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	117,645	116,988	117,595	121,444	145,590	133,150
OF WHICH LOCAL MANUFACTURE:	112,413	111,674	111,934	115,256	136,991	126,327
IMPORTED FROM 1) FRANCE	687	751	804	996	1,411	1,719
2) DENMARK	1,640	1,732	1,883	1,859	1,874	1,697
3) IRELAND	39	36	31	28	26	23
4) ITALY	45	35	27	20	15	13
5) OTHERS	2,719	2,760	2,836	3,286	5,273	3,371
POPULATION TOTAL (MILLIONS)	61.1	61.2	61.7	62.7	79.2	80.2
PER CAPITA CONSUMPTION	1,924	1,910	1,905	1,937	1,827	1,661
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30	31	30	29	30	29
% OF FEMALE POPULATION	24	25	24	23	24	23
% OF MALE POPULATION	36	37	35	35	35	34
COMPANY SHARES %						
1) PHILIP MORRIS	25.6	27.6	30.3	31.4	34.6	35.5
2) REEMTSMA	25.3	25.1	23.3	23.5	23.4	24.2
3) BAT	23.1	21.7	21.0	20.3	18.3	18.0
4) ROTHMANS	10.9	11.0	10.5	10.2	10.4	9.7
5) R.J. REYNOLDS	10.0	9.2	8.8	8.1	7.7	6.7
6) AUSTRIA (ATW)	1.5	1.7	2.3	2.5	2.1	2.0
7) VAN LANDEWYCK	2.2	2.2	2.3	2.2	1.8	1.7
OTHERS	1.3	1.5	1.5	1.8	1.7	2.0

*Includes the former East Germany.

(GERMANY)		1987	1988	1989	1990	*1991	*1992
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP						
1)MARLBORO	PHILIP MORRIS	23.5	25.4	27.9	28.8	26.4	27.4
2)HB	B.A.T.	13.9	13.2	12.6	12.2	10.7	10.4
3)WEST	REEMTSMA	4.6	4.8	4.9	6.1	6.2	7.5
4)CAMEL	R.J. REYNOLDS	8.6	8.0	7.6	7.0	6.1	5.3
5)F6	PHILIP MORRIS	--	--	--	0.1	5.2	5.3
6)LORD EXTRA	ROTHMANS	6.6	6.6	6.2	5.9	5.0	4.9
7)P. STUYVESANT	REEMTSMA	5.5	5.4	5.0	5.0	4.5	4.3
8)R6 + R1	REEMTSMA	4.1	4.3	4.0	3.8	3.2	3.3
9)ERNTE 23	REEMTSMA	4.0	3.7	3.3	3.1	2.6	2.4
10)REVAL	REEMTSMA	3.3	3.1	2.8	2.6	2.0	2.0
11)CABINET	REEMTSMA	--	--	--	<0.1	1.8	1.8
12)GOLDEN AMERICAN	ROTHMANS	--	--	--	0.1	1.9	1.6
13)ROTHHANDLE	REEMTSMA	2.2	2.1	1.8	1.8	1.4	1.4
14)PRINCE	B.A.T.	1.3	1.4	1.5	1.5	1.2	1.2
15)LUCKY STRIKE	B.A.T.	--	--	0.1	0.4	0.7	1.1
OTHERS		22.4	22.0	22.3	21.6	21.1	20.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		91.3	91.8	92.3	92.6	93.8	93.8
FILTER MENTHOL		1.1	1.1	1.1	1.1	1.0	1.1
NON-FILTER		7.6	7.1	6.6	6.3	5.2	5.1
PRICE SEGMENTATION % (LAST INCREASE 11/92)							
ULTRA LOW (DM 4.15 AND ABOVE)		4.8	5.0	5.8	6.6	16.8	16.1
INTERMEDIATE (DM 4.20 - 4.30)		6.9	6.2	5.9	6.6	6.2	7.1
SUB-MAINSTREAM (DM 4.35 - 4.40)		0.5	0.8	0.8	0.7	0.6	0.5
MAINSTREAM (DM 4.45 - 4.55)		32.4	31.1	29.2	28.8	25.8	25.9
PREMIUM (DM 4.60 - 4.65)		53.8	(a)53.7	55.3	54.6	48.5	48.5
LUXURY (DM 4.70 - 5.10)		1.6	3.2	2.9	2.6	2.1	1.9

(a) In 1988 Camel Filters changed price class to premium.

*Includes the former East Germany.

987890005Z

EEC 16

(GERMANY)	1987	1988	1989	1990	*1991	*1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10.1 MG AND ABOVE)	81.9	81.0	80.2	79.0	80.5	78.7
LIGHTS (6.1 - 10.0 MG)	11.9	11.7	11.5	11.0	9.7	10.2
SUPER LIGHTS (3.1 - 6.0 MG)	4.8	5.7	6.4	7.9	7.7	8.6
ULTRA LIGHTS (3.0 MG AND BELOW)	1.3	1.6	1.9	2.2	2.2	2.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	48.1	49.9	52.7	55.1	53.1	54.4
VIRGINIA	2.2	2.2	2.1	2.0	1.8	1.7
EUROPEAN	43.6	42.1	39.9	37.9	34.2	33.3
BLACK	6.1	5.7	5.1	4.8	3.8	3.7
ORIENTAL	0.0	0.1	0.2	0.2	0.0	0.0
TRADITIONAL EAST BLEND	--	--	--	--	7.1	6.8
LENGTH SEGMENTATION %						
84 MM AND SHORTER	7.1	6.7	6.1	5.9	10.5	10.3
84 MM - 85 MM	84.5	85.0	85.5	85.7	80.3	80.2
90 MM - 99 MM	2.2	2.3	2.3	2.1	1.8	1.8
100 MM	5.8	5.7	5.8	6.0	7.1	7.4
OVER 100 MM	0.3	0.3	0.3	0.3	0.3	0.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

*Includes the former East Germany

(GERMANY)

1987

1988

1989

1990

*1991

*1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	1,351	1,320	1,245	1,291	1,397	1,320
PIPE TOBACCO (THOUSAND KILOS)	1,350	1,249	(a)1,210	1,207	1,298	1,240
ROLL YOUR OWN (THOUSAND KILOS)	15,000	14,500	13,800	13,500	14,900	(b)18,462
SNUFF (THOUSAND KILOS)						

(a) Due to changes of Pipe Association

(b) Includes Tobacco Rolls

*Includes the former East Germany

2500058788

EEC 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GREECE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	29,583	28,737	28,532	28,891	29,648	28,232
OF WHICH LOCAL MANUFACTURE:	94.1	92.3	90.2	86.0	82.4	77.6
IMPORTED FROM 1) GERMANY	2.0%	2.7%	2.9%	3.4%	--	--
2) UK	3.0%	1.9%	1.9%	2.1%	--	--
3) OTHERS	1.0%	3.3%	4.6%	8.3%	--	--
POPULATION TOTAL (MILLIONS)	10.14	10.00	10.02	10.05	10.12	10.25
PER CAPITA CONSUMPTION	2,917	2,877	2,848	2,876	2,930	2,754
COMPANY SHARES %						
1) PAPASTRATOS	39.4	37.9	36.5	35.7	35.0	33.6
2) KARELIA	23.1	23.3	23.4	21.8	20.2	19.5
3) SEKAP	9.4	10.4	11.5	11.4	11.4	10.5
4) KERANIS	11.9	10.1	9.4	8.4	7.7	6.8
5) GEORGIADIS	8.4	9.0	8.1	7.6	7.1	6.3
6) CONSTANTINOU	1.9	1.7	1.3	1.2	1.0	1.0
7) OTHERS	5.9	7.7	9.8	14.0	17.6	22.3

681890009Z

EEC 19

(GREECE)

1987

1988

1989

1990

1991

1992

TOP 20 BRANDS SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO RED	PHILIP MORRIS	PAPASTRATOS	15.4	11.9	12.8	12.3	12.7	13.7
2) ASSOS SOFT	PAPASTRATOS	PAPASTRATOS	9.7	9.6	9.4	8.7	7.7	7.2
3) KARELIA	KARELIA	KARELIA	10.2	10.1	9.8	8.6	7.4	7.1
4) CAMEL KS	R.J. REYNOLDS	KARELIA	3.4	3.3	4.5	4.6	5.2	5.4
5) P.S. RED KS	ROTHMANS	TURMAC	0.1	0.3	0.5	1.5	3.3	4.5
6) ASSOS INT'L	PAPASTRATOS	PAPASTRATOS	2.0	3.8	4.0	4.7	5.2	4.4
7) KARELIA LIGHTS	KARELIA	KARELIA	5.7	5.7	5.5	5.3	4.6	4.4
8) COOPER KS	SEKAP	SEKAP	5.0	5.1	5.0	4.4	4.1	3.4
9) GR LIGHTS	SEKAP	SEKAP	---	0.4	1.5	2.2	2.3	2.4
10) ANTINICOT 22	GEORGIADIS	GEORGIADIS	3.8	3.6	3.4	2.9	2.5	2.1
11) ROTHMANS KS	ROTHMANS	GEORGIADIS	2.8	2.2	2.1	2.1	2.0	2.0
12) WINSTON KS	R.J. REYNOLDS	R.J. REYNOLDS	0.7	0.8	1.0	1.7	1.8	1.8
13) GR KS	SEKAP	SEKAP	1.1	1.4	1.5	1.7	1.8	1.6
14) ASSOS EXPORT	PAPASTRATOS	PAPASTRATOS	3.1	2.7	2.3	2.0	1.7	1.5
15) KERANIS BOX	KERANIS	KERANIS	2.0	2.0	2.0	1.8	1.7	1.5
16) MARLBORO LTS.KS	PHILIP MORRIS	PAPASTRATOS	1.3	1.1	1.2	1.2	1.3	1.5
17) CORTINA ULT. LTS.	B.A.T.	B.A.T.	--	0.02	0.2	0.5	0.7	1.5
18) ASSOS NF	PAPASTRATOS	PAPASTRATOS	2.6	2.6	1.9	1.9	1.6	1.3
19) ROTHMANS RYL.RED	ROTHMANS	GEORGIADIS	--	1.2	1.5	1.4	1.2	1.3
20) PRINCE OF BLENDS	B.A.T.	SCANGINAVIAN TOB.--		0.6	0.7	0.9	1.1	1.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.5	93.6	95.8	94.9	95.2	96.9
NON-FILTER	5.5	6.4	4.2	5.1	4.8	3.1

PRICE SEGMENTATION % (LAST INCREASE 1/93)

PREMIUM (431 AND ABOVE)	2.0	0.9	0.9	1.2	1.6	2.0
HIGH (371 - 430)	30.0	25.1	28.4	29.0	30.8	34.9
MEDIUM (331 - 370)	21.9	16.6	17.1	17.9	18.1	16.8
LOW (330 AND BELOW)	46.0	56.2	53.7	50.9	48.0	45.7
STOCK DIFFERENCE	0.1	1.2	(0.1)	1.1	1.4	0.6

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10.1 MG AND ABOVE)	90.4	89.7	87.1	86.1	85.1	81.9
LIGHTS (6.1 - 10.0 MG)	9.1	9.5	11.5	11.7	11.9	12.4
SUPER/ULTRA LIGHTS (6.0 MG AND BELOW)	0.5	0.8	1.4	2.2	3.0	5.7

067850005Z

EEC 20

(GREECE)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
INTERNATIONAL BLENDS	32.8	31.2	33.8	37.7	42.4	47.6
LOCAL BLENDS	19.2	21.5	21.6	21.0	20.3	19.2
ORIENTAL	48.0	47.3	44.6	41.3	37.3	33.1
LENGTH SEGMENTATION %						
71 MM TO 79 MM	5.2	5.0	4.1	3.9	3.3	3.0
80 MM to 85 MM	87.8	87.2	89.3	87.6	86.9	87.8
95 MM TO 99 MM	1.0	1.0	1.1	1.7	2.4	1.3
100 MM	5.6	5.4	5.3	5.5	5.7	6.9
OVER 100 MM	0.2	0.2	0.2	0.2	0.3	0.4
STOCK DIFFERENCE	0.1	1.2	(0.1)	1.1	1.4	0.6
PACK TYPE SEGMENTATION %						
SOFT PACK	28.5	27.3	27.3	26.8	26.4	24.9
FLIP TOP BOX	52.1	52.7	56.1	57.1	59.1	62.7
SHOULDER PACK & OTHERS	19.2	18.8	16.6	15.2	13.1	11.8
STOCK DIFFERENCE	0.0	1.2	(0.1)	1.1	1.4	0.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	3	3	3
I) SAMPLING	1	1	1	1	1	1

(GREECE)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

	1987	1988	1989	1990	1991	1992
WARNING ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058792

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IRELAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	5.8	5.6	5.6	5.7	6.0	6.1
POPULATION TOTAL (MILLIONS)	3.5	3.5	3.5	3.5	3.5	3.5
PER CAPITA CONSUMPTION	1,657	1,600	1,600	1,629	1,714	1,743

COMPANY SHARES %

1) P.J. CARROLL & CO. (ROTHMANS)	51.0	48.9	46.0	43.0	42.2	39.5
2) GALLAHER	28.2	28.5	30.0	32.0	33.0	35.5
3) PLAYER & WILLS (IMPERIAL)	20.1	21.9	23.2	23.5	23.2	23.4
4) OTHERS (IMPORTS)	0.7	0.7	0.8	1.5	1.6	1.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1) SILK CUT	GALLAHER	16.0	15.6	N.A.	N.A.	14.9
2) PLAYERS	PLAYER & WILLS	16.5	14.1	N.A.	N.A.	13.7
3) ROTHMANS	P.J. CARROLL	14.0	15.5	N.A.	N.A.	12.4
4) MAJOR EXTRA SIZE	P.J. CARROLL	19.5	17.5	N.A.	N.A.	12.2
5) BENSON & HEDGES	GALLAHER	7.0	7.8	N.A.	N.A.	10.6
6) CARROLLS NO. 1	P.J. CARROLL	13.5	12.8	N.A.	N.A.	N.A.
7) GOLD BOND	GALLAHER	3.5	2.8	N.A.	N.A.	N.A.
8) SWEET AFTON	P.J. CARROLL	2.5	2.5	N.A.	N.A.	N.A.
9) WOODBINE	PLAYERS & WILLS	1.5	1.0	N.A.	N.A.	N.A.
OTHERS		6.0	10.4	N.A.	N.A.	N.A.

MARKET SEGMENTATION %

FILTER	91.2	92.5	N.A.	N.A.	93.5	94.0
NON-FILTER	8.8	7.5	N.A.	N.A.	6.5	6.0

(IRELAND)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
HIGH	46.5	46.0	N.A.	N.A.	N.A.	N.A.
MEDIUM	35.0	35.0	N.A.	N.A.	N.A.	N.A.
LOW	18.5	19.0	N.A.	N.A.	N.A.	N.A.
TOBACCO TYPE SEGMENTATION %						
BLOND: VIRGINIA	99.0	99.0	99.0	99.0	N.A.	N.A.
LENGTH SEGMENTATION %						
79 MM AND SHORTER	58.0	51.0	N.A.	N.A.	37.0	35.4
80 MM TO 85 MM	40.0	47.0	53.0	55.0	58.0	59.5
85 MM + (LONGER THAN KING SIZE)	2.0	2.0	N.A.	N.A.	5.0	5.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTING						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTON	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

2500058794

EEC 24

(IRELAND)

	1987	1988	1989	1990	1991	1992
<i>SPECIFIC T&N NUMBERS ON:</i>						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
<i>TAR BANDS PRINTED ON:</i>						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

2500058795

EEC 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ISRAEL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (Millions)	7,850	8,035	8,010	8,000	8,739	9,180
OF WHICH LOCAL MANUFACTURE: %	93.0	78.2	74.7	76.5	76.7	73.5
IMPORTED FROM 1) USA	6.6	21.4	24.6	22.7	*23.3	*26.5
2) OTHERS	0.4	0.4	0.7	0.8		
POPULATION TOTAL (MILLIONS)	4.4	4.4	4.5	4.5	4.7	5.0
PER CAPITA CONSUMPTION	1,784	1,826	1,780	1,778	1,859	1,836
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	26	N.A.	N.A.	N.A.	N.A.
% OF FEMALE POPULATION	N.A.	30	N.A.	N.A.	N.A.	N.A.
% OF MALE POPULATION	N.A.	21	N.A.	N.A.	N.A.	N.A.
COMPANY SHARES %						
1) DUBEK	87.9	73.5	69.3	71.9	76.7	73.5
2) PHILIP MORRIS	2.7	8.8	10.5	11.0	11.3	14.1
3) BROWN & WILLIAMSON	3.5	11.8	12.9	8.9	8.2	8.9
4) OTHERS	5.9	5.9	7.3	7.8	3.8	3.5

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) TIME	DUBEK	DUBEK	60.0	53.0	48.5	52.8	51.5
2) MARLBORO	PM	PM	2.4	7.2	8.3	9.2	8.2
3) KENT	B&W	B&W	3.3	11.0	12.1	8.2	7.5
4) EUROPA	DUBEK	DUBEK	7.8	5.7	5.7	5.9	2.3
5) PARLIAMENT	PM	PM	0.3	1.3	1.8	2.3	2.5
6) CAMEL	RJR	RJR	0.2	0.4	0.8	1.0	0.8
7) BROADWAY	DUBEK	DUBEK	9.8	6.6	5.4	6.1	5.8
8) SHERATON	DUBEK	DUBEK	1.5	2.3	1.8	2.0	2.0
9) MONTANA	DUBEK	DUBEK	3.4	1.4	1.5	1.7	1.7
10) ROYAL	DUBEK	DUBEK	1.3	0.6	0.5	0.6	0.7
OTHERS			10.0	10.5	11.5	10.2	11.4

*Imported from USA & Others combined.

**Estimate

964890009Z

(ISRAEL)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	99.0	99.0	99.0	99.0	99.0	N.A.
NON-FILTER	1.0	1.0	1.0	1.0	1.0	N.A.
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW						
LOW (15.0 MG AND BELOW)	0.1	0.1	0.1	0.1	N.A.	N.A.
HIGH/FULL FLAVOR (15.1 MG AND ABOVE)	99.9	99.0	99.0	99.0	N.A.	N.A.
TOBACCO TYPE SEGMENTATION %						
BLOND	90.0	90.0	90.0	90.0	N.A.	N.A.
ORIENTAL	10.0	10.0	10.0	10.0	N.A.	N.A.
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.0	2.0	2.0	1.8	N.A.	N.A.
80 MM TO 85 MM	90.0	90.0	90.0	90.2	N.A.	N.A.
100MM	8.0	8.0	8.0	8.0	N.A.	N.A.
PACK TYPE SEGMENTATION %						
SOFT PACK	10.0	6.0	5.0	4.9	N.A.	N.A.
FLIP TOP BOX	90.0	94.0	95.0	95.1	N.A.	N.A.
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

(ISRAEL)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ITALY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	99,167.3	97,580	97,464	90,904	89,343	88,197
OF WHICH LOCAL MANUFACTURE:	60,742	57,239	54,724	46,989	43,566	43,263
IMPORTED FROM 1) HOLLAND	18,181	19,136	19,524	20,082	19,53	18,800
2) GERMANY	10,018	11,307	12,452	13,061	14,062	14,061
3) FRANCE	368	359	306	307	292	292
4) BELGIUM	243	375	571	710	771	740
5) OTHERS	42	41	40	48	48	43
6) FOREIGN BR. UNDER LICENSE	9573	9,123	9,847	9,707	11,074	10,998
POPULATION TOTAL (MILLIONS)	57.3	57.4	57.5	57.5	57.6	57.8
PER CAPITA CONSUMPTION	1,730	1,700	1,695	1,579	1,547	1,526
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24	27	27	26	26	24
% OF FEMALE POPULATION	21	24	23	21	21	20
% OF MALE POPULATION	35	31	32	32	31	28
COMPANY SHARES %						
1) MONITAL	61.1	58.5	56.1	51.7	48.8	48.5
2) PHILIP MORRIS	31.8	34.1	36.3	40.4	42.5	42.9
3) B.A.T.	2.6	2.8	2.7	2.9	3.1	2.9
4) ROTHMANS	1.2	1.3	1.6	2.0	2.4	2.4
5) R.J. REYNOLDS	1.8	2.0	2.0	2.1	2.2	2.2
6) REEMTSMA	0.6	0.5	0.5	0.4	0.4	0.3
7) AUSTRIA TABAKWERKE	0.5	0.4	0.4	0.3	0.3	0.3
OTHERS	0.5	0.5	0.3	0.2	0.3	0.5

667890005Z

(ITALY)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MS	MONITAL	MONITAL	42.6	41.7	40.4	36.8	34.9	37.4
2) MARLBORO	PHILIP MORRIS	PM&(MONITAL LIC)	13.2	14.6	15.9	17.8	18.5	18.6
3) MERIT	PHILIP MORRIS	PHILIP MORRIS	5.0	5.4	5.9	6.7	7.2	7.3
4) DIANA	PHILIP MORRIS	PM&(MONITAL LIC)	4.1	4.5	5.0	5.3	5.5	5.6
5) PM MULTIF.	PHILIP MORRIS	PHILIP MORRIS	3.9	4.0	3.7	3.9	4.2	4.0
6) PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS	1.6	1.7	1.8	2.2	2.8	3.5
7) MURATTI-AMB	PHILIP MORRIS	PM&(MONITAL LIC)	3.4	3.3	3.1	3.1	3.0	2.6
8) CAMEL	R.J. REYNOLDS	R.J. REYNOLDS	1.5	1.7	1.9	2.0	2.1	1.9
9) ROTHMANS	ROTHMANS	TURMAC	0.5	0.6	1.0	1.3	1.7	1.9
10) LIDO	MONITAL	MONITAL	2.8	2.6	2.4	2.2	2.0	1.6
11) ALFA	MONITAL	MONITAL	1.9	2.0	1.9	2.0	1.9	1.5
12) KIM	B.A.T.	B.A.T.	1.7	1.7	1.4	1.4	1.4	1.2
13) LINDA	MONITAL	MONITAL	1.4	1.4	1.5	1.5	1.4	1.2
14) ESPORTAZIONE	MONITAL	MONITAL	1.8	1.9	1.8	1.7	1.4	1.1
15) N 80	MONITAL	MONITAL	2.3	1.8	1.7	1.4	1.2	1.1
16) CHESTERFIELD	PHILIP MORRIS	PHILIP MORRIS	0.2	0.3	0.5	0.7	1.1	1.0
OTHERS			11.2	10.7	10.1	10.0	9.7	8.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			95.0	95.6	96.3	96.3	96.8	97.8
FILTER MENTHOL			0.3	0.3	0.3	0.3	0.3	0.3
NON-FILTER			4.7	4.1	3.4	3.4	2.9	1.9
PRICE SEGMENTATION % (LAST INCREASE 1/93)								
HIGH (3701 - 4000)			33.5	35.7	37.7	41.8	44.4	44.5
MEDIUM (2701 - 3700)			55.7	54.3	53.0	49.2	47.2	48.2
POPULAR (2700 AND BELOW)			9.9	9.0	8.3	7.9	7.2	6.1
PREMIUM (4001 AND ABOVE)			0.9	1.0	1.0	1.1	1.3	1.2
TAR & NICOTINE SEGMENTATION %								
ULTRA LIGHTS			5.3	1.9	1.8	2.0	2.6	*3.0
SUPER LIGHTS			0.9	5.6	5.5	6.2	6.6	7.0
LIGHTS			17.8	20.4	23.8	26.3	28.0	*27.9
FULL FLAVOR			76.8	72.1	68.9	65.5	62.9	*62.1

*In 1992 most major brands changed tar/nicotine deliveries from Full Flavor to Lights or Ultra Lights.

(ITALY)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	27.2	29.9	32.9	36.9	39.7	41.4
VIRGINIA	1.1	1.3	1.6	2.0	2.4	2.5
DARK AIR-CURED	9.1	8.0	7.3	7.0	6.4	6.3
EUROPEAN	61.7	60.1	57.5	53.4	50.9	49.3
GERMAN	0.9	0.8	0.7	0.6	0.6	0.5
LENGTH SEGMENTATION %						
74 MM AND SHORTER	4.4	3.5	2.8	2.9	2.4	1.9
75 MM TO 82 MM	26.6	12.5	3.1	2.3	<0.1	<0.1
83 MM TO 88 MM	60.4	74.9	84.8	84.3	86.1	86.9
90 MM TO 95 MM	2.6	2.5	2.4	2.5	2.4	2.1
96 MM TO 101 MM	5.9	6.4	6.7	7.9	9.0	9.0
+102 MM	0.1	0.1	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.1	0.2	0.4	0.7	1.1	1.2
20 CIGTS/PACK	99.9	99.8	99.4	99.3	98.9	98.8
PACK TYPE SEGMENTATION %						
SOFT PACK	58.0	53.4	50.5	46.2	42.1	42.0
FLIP TOP BOX	41.4	46.0	48.9	53.2	57.3	57.5
PRINCESS & OTHERS	0.7	0.6	0.6	0.6	0.6	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

1088500052

EEC 31

(ITALY)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON: *						
A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR (MILLIONS)	898	871	807	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	53	49	36	N.A.	N.A.	N.A.

*Printed numbers are not required by law, however, they are printed for marketing purposes for light brands (Marlboro Lights, etc.)

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NETHERLANDS

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.6	15.6	16.1	16.7	17.2	16.9
POPULATION TOTAL (MILLIONS)	14.6	14.7	14.8	14.9	15.0	15.1
PER CAPITA CONSUMPTION	1,068	1,059	1,090	1,124	1,148	1,120
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.6	18.0	17.0	18.0	21.0	21.0
% OF FEMALE POPULATION	22.7	22.0	21.0	22.0	25.0	25.0
% OF MALE POPULATION	14.6	14.0	14.0	15.0	17.0	17.0
COMPANY SHARES %						
1) ROTHMANS	45.9	44.2	42.8	39.5	37.5	36.4
2) PHILIP MORRIS	15.8	17.4	18.6	20.8	22.1	22.8
3) B.A.T.	23.6	23.1	22.7	22.9	22.7	22.3
4) R.J. REYNOLDS	12.3	12.8	13.3	13.9	14.5	14.9
5) REEMTSMA	2.4	2.5	2.6	2.8	3.2	3.6

808850005Z

EEC 33

(NETHERLANDS)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.	P.M.	13.7	15.5	16.7	18.9	20.0	20.6
2) CAMEL	REYNOLDS	REYNOLDS	11.8	12.4	12.9	13.5	14.2	14.5
3) CABALLERO	ROTHMANS	ROTHMANS	16.9	16.1	15.5	14.2	13.4	12.5
4) P. STUYVES.	ROTHMANS	ROTHMANS	9.6	9.6	9.5	9.0	8.7	8.6
5) BARCLAY	B.A.T.	B.A.T.	3.1	3.4	4.0	4.9	5.7	6.2
6) PALL MALL	ROTHMANS	ROTHMANS	7.7	7.3	7.0	6.3	5.9	5.4
7) GLADSTONE	B.A.T.	B.A.T.	6.5	6.3	5.9	5.6	5.1	4.7
8) BELINDA	B.A.T.	B.A.T.	5.9	5.5	5.3	4.9	4.6	4.3
9) MANTANO	B.A.T.	B.A.T.	3.8	3.5	3.2	2.8	2.5	2.3
10) TIVOLI	ROTHMANS	ROTHMANS	2.1	1.9	1.9	1.6	1.7	1.7
11) DUNHILL	ROTHMANS	ROTHMANS	2.1	2.0	1.9	1.8	1.7	1.6
12) HB CROWN	B.A.T.	B.A.T.	1.1	1.1	1.2	1.4	1.5	1.5
13) ROXY	GALLAHER	ROTHMANS	2.6	2.4	2.1	1.9	1.5	1.3
14) GAULOISES	SEITA	ROTHMANS	0.6	0.7	0.8	0.9	1.1	1.3
15) WEST	REEMTSMA	REEMTSMA	0.3	0.3	0.4	0.6	0.8	1.1
16) GOLD DOLLAR	B.A.T.	B.A.T.	0.7	0.8	0.7	0.8	0.9	0.9
17) PHILIP MORRIS	P.M.	P.M.	0.6	0.8	0.8	0.8	0.8	0.9
18) CHESTERFIELD	P.M.	P.M.	0.5	0.4	0.5	0.6	0.7	0.8

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	72.2	74.5	76.5	78.9	80.7	82.0
FILTER MENTHOL	4.7	4.6	4.4	4.2	4.1	4.0
NON-FILTER	23.1	20.9	19.1	16.9	15.2	14.0

PRICE SEGMENTATION %

EXPENSIVE	2.7	2.8	2.9	3.3	3.4	3.4
HIGH	22.0	24.0	25.6	28.0	29.9	30.4
POPULAR	61.8	59.7	57.6	57.8	57.6	56.4
SUB POPULAR	11.7	11.6	12.1	9.2	7.2	7.9
CHEAP	1.8	1.9	1.8	1.7	1.9	1.9

2500058804

(NETHERLANDS)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
ULTRA LIGHTS (3.0 MG AND BELOW)	6.8	6.9	7.6	8.5	9.3	10.0
LIGHTS (7.0 - 12.9 MG)	8.6	9.1	9.5	10.4	11.4	12.4
FULL FLAVOR (13.0 MG AND ABOVE)	84.7	84.0	82.9	81.1	79.4	77.6
TOBACCO TYPE SEGMENTATION %						
CONTINENTAL	49.1	47.7	46.5	44.6	43.1	42.1
AMERICAN	41.0	42.7	44.1	46.5	48.2	49.2
VIRGINIA	4.0	3.8	3.6	3.2	3.0	2.8
BLACK	1.2	1.3	1.4	1.5	1.7	1.9
MENTHOL	4.7	4.5	4.4	4.2	4.0	4.0
LENGTH SEGMENTATION %						
REGULAR (70 - 80 mm)	21.9	19.8	18.0	16.5	15.0	13.9
KS (80 - 90 mm)	72.6	74.5	76.3	77.8	79.3	80.4
LTKS (90 - 100 mm)	1.3	1.1	1.0	0.9	0.8	0.8
100 mm	4.0	4.5	4.6	4.7	4.8	4.8
120 mm	0.2	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	71.9	58.3	45.3	34.9	27.9	24.1
FLIP TOP BOX	26.2	40.0	53.0	63.6	70.7	74.7
PRINCESS & OTHERS	1.9	1.7	1.7	1.5	1.4	1.2

(NETHERLANDS)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES

SPECIFIC T & N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(NETHERLANDS)

1987

1988

1989

1990

1991

1992

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS	(MILLIONS)	592	528	519	487	484	477
PIPE TOBACCO	(THOUSAND KILOS)	702	690	*850	*892	*897	*810
ROLL YOUR OWN	(THOUSAND KILOS)	16,680	16,368	16,147	16,953	17,037	15,390
CHEWING TOBACCO	(THOUSAND KILOS)	176	172	---	---	---	---

*Includes Chewing Tobacco

2500058807

EEC 37

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	14,134	14,213	14,328	14,977	15,542	15,651
OF WHICH LOCAL MANUFACTURE:	4,488	4,734	4,907	4,599	5,192	14,575
IMPORTED FROM 1) BELGIUM	---	---	---	42	258	1,076
2) SPAIN	---	---	---	3	2	---
POPULATION TOTAL (MILLIONS)	9,723	10,269	10,305	10,355	9,859	9,846
PER CAPITA CONSUMPTION	1,454	1,382	1,388	1,449	1,576	1,590
SMOKER INCIDENCE						
% OF TOTAL POPULATION	29.8	21.0	19.0	22.0	21.0	21.0
% OF FEMALE POPULATION	14.7	8.0	9.0	9.0	9.0	10.0
% OF MALE POPULATION	46.6	36.0	32.0	37.0	31.0	33.0
COMPANY SHARES %						
1) TABAQUEIRA	99.1	99.2	99.2	98.7	97.5	92.2
2) PHILIP MORRIS	0.5	0.5	0.5	0.7	1.7	6.9
3) R.J. REYNOLDS	0.3	0.2	0.2	0.5	0.7	0.9
4) SEITA	0.1	0.1	0.1	0.1	0.1	<0.1
5) TABACALERA	---	---	---	<0.1	<0.1	---

2500058808

(PORTUGAL)		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK						
1) SC	MANUFACTURER	80.5	82.9	84.2	85.5	85.1	80.8
2) MARLBORO	P. MORRIS	0.4	0.4	0.4	0.6	1.7	6.9
3) PORTUGUES SUAVE	TABAQUEIRA	8.5	8.2	8.2	7.7	7.2	6.6
4) SURE LIGHTS	TABAQUEIRA	---	---	---	---	1.0	1.7
5) KENTUCKY	TABAQUEIRA	6.2	4.9	3.8	2.8	1.8	0.9
6) RITZ	TABAQUEIRA	1.5	1.1	1.0	0.9	0.8	0.7
7) CAMEL BOX	REYNOLDS	<0.1	<0.1	<0.1	0.3	0.5	0.6
8) PROVVISORIOS	TABAQUEIRA	0.8	0.7	0.6	0.6	0.6	0.5
9) DEFINITIVOS	TABAQUEIRA	0.5	0.3	0.4	0.5	0.6	0.5
10) CT KS	TABAQUEIRA	0.4	0.4	0.4	0.4	0.3	0.3
11) SINTRA	TABAQUEIRA	0.3	0.3	0.3	0.3	0.2	0.2
12) WINSTON	REYNOLDS	<0.1	<0.1	<0.1	0.2	0.2	0.2
13) GAULOISES	SEITA	<0.1	<0.1	<0.1	<0.1	0.1	<0.1
14) VALMONT	REYNOLDS	0.1	0.1	<0.1	<0.1	<0.1	<0.1
15) BOND	TABAQUEIRA	0.2	0.1	<0.1	<0.1	---	---
16) OTHERS		0.4	0.7	0.4	0.2	<0.1	0.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		90.2	92.0	93.2	94.5	95.9	96.8
FILTER MENTHOL		0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER		9.7	7.9	6.7	5.4	4.1	3.1
PRICE SEGMENTATION % (LAST INCREASE 5/92)							
PREMIUM (295 AND ABOVE)		0.5	0.6	0.7	1.2	2.5	7.7
HIGH (255 - 270)		7.0	9.7	9.7	10.3	10.2	9.2
MEDIUM HIGH (245 - 250)		34.4	34.7	35.2	33.5	31.5	28.6
MEDIUM (230 - 235)		49.9	48.9	49.4	51.0	52.9	52.5
LOW (200)		1.6	1.3	1.3	1.1	1.0	1.0
POPULAR (115)		6.2	4.9	3.8	2.8	1.8	0.9
TAR & NICOTINE CATEGORIES SEGMENTATION %							
FULL FLAVOR (10.1 MG AND ABOVE)		93.1	90.4	90.4	89.6	88.4	87.0
LIGHTS (6.1 - 10.0 MG)		5.7	6.6	7.4	8.1	9.5	10.8
SUPERLIGHTS (3.1 - 6.0 MG)		1.1	3.0	2.2	2.3	2.1	2.2

(PORTUGAL)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	82.1	84.4	85.9	87.3	89.1	90.7
EUROPEAN	17.8	15.5	14.3	12.6	10.8	9.2
BLACK	0.1	0.1	0.1	0.1	0.1	<0.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	51.0	48.5	47.9	48.7	48.9	47.3
80 MM to 85 MM	49.0	51.5	52.1	51.3	51.1	52.7
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.2	4.9	3.8	2.8	1.8	0.9
20 TO CIGTS/PACK	92.5	94.1	95.2	97.2	98.2	99.1
21 TO 24 CIGTS/PACK	1.3	1.0	1.0	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	90.5	89.8	89.8	88.6	87.5	83.0
FLIP TOP BOX	9.5	10.2	10.2	11.4	12.5	17.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

0188500052

EEC 40

(PORTUGAL)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS*

CIGARS (MILLIONS)
SMALL CIGARS (MILLIONS)
PIPE TOBACCO (THOUSAND KILOS)
ROLL YOUR OWN (THOUSAND KILOS)

0.33	0.41	0.27	N.A.	N.A.	N.A.
2.42	2.94	2.16	N.A.	N.A.	N.A.
12.8	12.4	11.6	N.A.	N.A.	N.A.
121.0	117.3	103.6	N.A.	N.A.	N.A.

2500058811

EEC 41

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN MAINLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	79,956	77,315	79,357	81,908	84,458	80,329
OF WHICH LOCAL MANUFACTURE:	79,576	76,900	78,871	81,448	83,895	79,752
IMPORTED FROM 1) U.S.A.	33	<1	---	---	---	---
2) U.K.	115	165	148	117	142	115
3) GERMANY	66	93	100	68	88	178
4) OTHERS	166	157	238	275	333	284
POPULATION TOTAL (MILLIONS)	37,389	38,736	38,795	38,925	38,994	39,056
PER CAPITA CONSUMPTION	2,138	1,994	2,045	2,102	2,165	2,057
SMOKER INCIDENCE						
% OF TOTAL POPULATION	38.3	30.0	34.0	34.0	35.0	32.0
% OF FEMALE POPULATION	23.8	18.0	23.0	25.0	24.0	23.0
% OF MALE POPULATION	53.4	41.0	45.0	44.0	47.0	42.0
COMPANY SHARES %						
1) TABACALERA (T.S.A.)	73.6	71.6	70.3	67.4	64.6	67.9
2) PHILIP MORRIS (P.M.)	6.8	8.7	10.5	12.9	15.8	14.7
3) R.J. REYNOLDS (R.J.R.)	9.0	9.4	9.6	10.1	10.1	7.9
4) B.A.T. (B.A.T.)	4.7	5.0	4.9	5.3	5.5	5.3
5) C.I.T.A. (C.I.T.A.)	5.2	4.5	4.0	3.7	3.3	3.4
6) ROTHMANS	0.2	0.3	0.3	0.3	0.4	0.3
OTHERS	0.5	0.5	0.4	0.3	0.3	0.4

218890009Z

EEC 42

(SPAIN MAINLAND)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DUCADOS	T.S.A.	T.S.A.	36.0	34.6	34.1	31.7	29.4	29.2
2) FORTUNA	T.S.A.	T.S.A./P.M.	22.6	23.2	23.5	24.5	23.9	27.0
3) MARLBORO	P.M.	P.M./T.S.A.	5.2	7.1	8.7	10.7	13.4	11.9
4) WINSTON	R.J.R.	T.S.A./R.J.R.	7.7	7.8	7.7	8.0	7.9	6.2
5) LUCKY STRIKE	B.A.T.	B.A.T.	2.8	3.0	3.1	3.6	3.9	3.8
6) CELTAS	T.S.A.	T.S.A.	5.2	4.8	4.1	3.1	3.4	3.1
7) BN	T.S.A.	T.S.A.	3.1	3.1	3.0	2.9	2.8	2.9
8) CHESTERFIELD	P.M.	P.M.	1.5	1.5	1.6	1.9	2.3	2.7
9) NOBEL	T.S.A.	P.M.	1.6	1.5	1.6	1.7	1.8	2.2
10) HABANOS	T.S.A.	T.S.A.	1.6	1.7	1.8	1.7	1.7	1.8
11) CAMEL	R.J.R.	R.J.R.	1.3	1.6	1.8	2.1	2.2	1.7
12) ROYAL CROWN	B.A.T.	B.A.T.	1.5	1.3	1.3	1.3	1.2	1.2
13) REX	C.I.T.A.	C.I.T.A.	1.8	1.6	1.4	1.2	1.1	1.0
14) DIANA	T.S.A.	T.S.A.	0.8	0.8	0.7	0.7	0.6	0.8
15) CORONAS	C.I.T.A.	C.I.T.A.	0.7	0.6	0.6	0.6	0.7	0.6
16) OTHERS			6.6	5.8	5.0	4.3	3.7	3.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	96.4	96.9	98.3	99.2	99.2	99.2
FILTER MENTHOL	0.4	0.5	0.4	0.4	0.5	0.5
NON-FILTER	3.2	2.6	1.3	0.4	0.3	0.3

PRICE SEGMENTATION % (LAST INCREASE 1/93)

PREMIUM (246 AND ABOVE)	0.2	0.2	0.2	0.2	0.2	0.1
HIGH (210 - 245)	14.8	17.4	19.2	21.7	24.3	20.6
MEDIUM HIGH (175 - 209)	1.7	4.9	4.9	5.6	6.7	6.8
MEDIUM (150 - 174)	28.6	26.2	26.5	27.6	27.1	30.5
MEDIUMLOW (90 - 149)	8.3	7.7	7.6	7.2	7.0	7.7
LOW (89 AND BELOW)	46.2	43.7	41.7	37.7	34.7	34.2

250058813

EEC 43

(SPAIN MAINLAND)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10.1 MG AND ABOVE)	96.7	96.6	96.4	96.3	96.1	95.3
LIGHTS (6.1 - 10.0 MG)	3.3	3.3	3.4	3.5	3.6	4.2
SUPERLIGHTS/ULTRALIGHTS (6.0 MG AND BELOW)	--	0.1	0.2	0.3	0.3	0.5
LENGTH SEGMENTATION %						
70 MM (REGULAR)	2.4	2.0	1.3	0.4	0.3	0.3
80 MM (LONG SIZE)	21.4	24.0	26.3	29.6	33.0	31.0
85 MM (KING SIZE)	75.4	73.1	71.6	69.2	65.9	68.0
95 MM (LTKS)	0.3	0.3	0.3	0.2	0.2	0.2
100 MM	0.5	0.5	0.5	0.5	0.5	0.4
120 MM	<0.1	0.1	<0.1	<0.1	<0.1	<0.1
PACK COUNT SEGMENTATION %						
10 TO 18 CIGTS/PACK	0.2	---	---	<0.1	<0.1	<0.1
20 CIGTS/PACK	99.8	100.0	100.0	99.9	99.8	99.9
OVER 20 CIGTS/PACK	<0.1	<0.1	<0.1	<0.1	<0.2	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	75.1	72.6	69.9	66.6	62.6	64.3
FLIP TOP BOX	24.7	27.1	29.8	33.1	37.1	35.4
PRINCESS & OTHERS	0.2	0.3	0.3	0.3	0.3	0.2
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	45.2	48.2	50.1	54.3	57.3	57.8
VIRGINIA	2.0	2.0	1.9	1.8	1.9	1.7
GERMAN	0.1	0.1	0.1	0.1	0.1	0.1
EUROPEAN	<0.1	0.1	0.1	<0.1	<0.1	<0.1
BLACK	52.6	49.7	47.9	43.8	40.7	40.4

(SPAIN MAINLAND)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION (a)	*1	2	2	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE (b)	3	3	3	3	3	3
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING (b)	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON: *						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	779.3	747.9	728.7	729.4	725.5	694.5
PIPE TOBACCO (THOUSAND KILOS)	108.3	97.6	96.8	96.7	103.0	101.0
ROLL YOUR OWN (THOUSAND KILOS) (c)	462.4	524.0	430.9	451.6	421.7	436.9
SNUFF (KILOS)	N.A.	381.0	110.1	51.7	22.1	35.5
CHEWING TOBACCO (KILOS)	N.A.	46.0	61.0	N.A.	N.A.	N.A.

*Only for LTN brands

(a) No advertising on TV by law from November 11. 1988

(b) Allowed only in tobacco shops

(c) As of 1988 including Ideales Cuadrado

2500058815

EEC 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED KINGDOM

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	98,126	96,999	98,045	98,326	95,405	88,990
POPULATION TOTAL (MILLIONS)	56.5	57.0	57.1	57.3	57.5	57.6
PER CAPITA CONSUMPTION	1,737	1,702	1,717	1,715	1,660	1,544
SMOKER INCIDENCE						
% OF TOTAL POPULATION	25	23	22	22	25	24
% OF FEMALE POPULATION	26	24	23	23	25	24
% OF MALE POPULATION	25	22	22	22	25	24
COMPANY SHARES % *						
1) GALLAHER	35.7	38.5	40.1	41.9	41.2	39.2
2) IMPERIAL	39.3	37.1	34.9	33.2	33.8	34.1
3) CARRERAS-ROTHMANS	9.4	9.0	9.3	9.0	8.5	10.7
4) OWN LABEL	7.0	6.7	6.9	7.3	7.9	7.6
5) PHILIP MORRIS	4.8	5.0	5.0	4.8	4.8	4.8
6) R.J. REYNOLDS	3.3	3.3	3.5	3.4	3.3	3.2
OTHERS	0.4	0.3	0.3	0.4	0.4	0.4

*Based on RAL Audit - consumer sales

(UNITED KINGDOM)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES % *

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BENSON AND HEDGES	GALLAHER	GALLAHER	18.6	19.2	19.1	19.1	18.2	17.1
2) EMBASSY/REGAL	WILLS	WILLS	14.4	13.9	13.9	14.8	15.5	15.3
3) SILK CUT	GALLAHER	GALLAHER	7.5	8.3	9.2	10.0	10.2	9.7
4) BERKELEY	GALLAHER	GALLAHER	6.4	8.0	9.0	9.8	10.0	9.7
5) SUPERKINGS	IMPERIAL	IMPERIAL	6.6	5.7	5.4	5.2	6.7	8.4
6) LAMBERT & BUTLER	WILLS	WILLS	6.8	7.5	7.3	7.4	7.0	6.2
7) ROTHMANS	ROTHMANS	ROTHMANS	2.5	2.4	2.3	2.2	2.2	5.6
8) JOHN PLAYER SPECIAL	PLAYERS	PLAYERS	5.5	4.8	4.3	3.9	4.0	3.5
9) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	2.4	2.3	2.3	2.5	2.6	2.5
10) RAFFLES	PHILIP MORRIS	PHILIP MORRIS	2.4	2.7	2.6	2.3	2.3	2.3

MARKET SEGMENTATION % *

FILTER (NON-MENTHOL)	95.6	95.7	N.A.	N.A.	N.A.	N.A.
FILTER MENTHOL	1.5	1.7	N.A.	N.A.	N.A.	N.A.
NON-FILTER	2.9	2.6	N.A.	N.A.	N.A.	N.A.

PRICE SEGMENTATION % *

PREMIUM	N.A.	N.A.	62.7	61.2	60.5	N.A.
LOW	N.A.	N.A.	30.3	31.5	31.6	N.A.
OWN LABEL	N.A.	N.A.	7.0	7.3	7.9	N.A.

*Based on RAL Audit - Consumer Sales.

2500058817

EEC 47

(UNITED KINGDOM)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (1-10 MG)	16.2	17.2	18.7	20.1	21.0	21.5
LOW TO MIDDLE (11-16 MG)	45.8	45.8	48.1	48.3	49.3	**78.5
MIDDLE/FULL FLAVOR (17-22 MG)	37.8	36.7	32.8	31.2	29.3	
MIDDLE TO HIGH (23-28 MG)	0.2	0.1	---	---	---	
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	2.5	2.4	2.6	2.7	2.8	N.A.
VIRGINIA	97.5	97.6	95.5	95.3	95.0	N.A.
BLACK	*	*	1.9	2.0	2.2	N.A.
LENGTH SEGMENTATION %						
70 MM TO 79 MM	8.0	7.4	6.4	5.5	4.8	4.4
80 MM TO 85 MM	67.6	63.9	64.1	64.5	64.4	65.2
86 MM ABOVE	24.4	26.1	27.3	29.9	30.7	29.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.8	9.6	9.3	9.2	9.8	10.2
20 CIGTS/PACK	90.2	90.4	90.7	90.8	90.2	89.8
PACK TYPE SEGMENTATION %						
SOFT PACK	*	*	*	*	*	N.A.
FLIP TOP BOX	99.0	99.0	99.0	99.0	99.0	N.A.
SLIDE AND SHELL	*	*	*	*	*	N.A.
PRINCESS PACK	*	*	*	*	*	

*Denotes less than 1%-No data available for vending packs which historically range between 16-20 cigarettes per pack depending on prices.

**Tar & Nicotine Segmentations -except low (1-10mg) combined.

(UNITED KINGDOM)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (EXCEPT SPORTS SPONSORSHIP)	YES	YES	YES	YES	YES	YES

2500058819

EEC 49

(UNITED KINGDOM)

1987 1988 1989 1990 1991 1992

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR(MILLIONS)

1,649 1,766 N.A. N.A. N.A. N.A.

PIPE TOBACCO (THOUSAND KILOS)

2,290 2,442 N.A. N.A. N.A. N.A.

ROLL YOUR OWN (THOUSAND KILOS)

4,275 4,287 N.A. N.A. N.A. N.A.

2500058821

EMA

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECH REPUBLIC

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

ROMANIA

SAUDI ARABIA

2500058822

II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES

2500058823

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1987	1988	1989	1990	1991	1992
					EST.	EST.
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	18.9	19.6	15.9	16.6	17.2	18.0
PER CAPITA CONSUMPTION	821	829	655	664	670	N.A.
COMPANY SHARES %						
1) SNTA	92.5	92.5	90.5	94.8	100.0	100.0
2) PHILIP MORRIS	2.9	4.5	6.4	1.8	--	--
3) R.J. REYNOLDS	3.4	3.0	3.1	3.4	--	--
4) ROTHMANS	1.2	--	--	--	--	--
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	38.9	60.8	67.6	33.6	--	--
2) R.J. REYNOLDS	45.4	39.2	32.4	66.4	--	--
3) ROTHMANS	15.7	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	2	2	2
D) MAGAZINES		2	2	2	2	2
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		2	2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		3	2	2	2	2

2500058824

PHILIP MORRIS INTERNATIONAL FACT BOOK

(ALGERIA)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		--	--	--	--	--
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		--	--	--	--	--

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.2	14.5	14.1	14.4	14.7	14.3
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.7	N.A.
PER CAPITA CONSUMPTION	2,057	1,968	1,912	1,865	1,903	N.A.

COMPANY SHARES %

1) A.T.W.	71.1	68.7	65.9	71.7	71.4	70.0
2) PHILIP MORRIS	7.9	9.5	10.9	12.5	14.4	16.5
3) B.A.T.	5.1	5.0	4.5	4.7	4.5	4.4
4) REEMTSMA	4.2	4.3	4.3	4.1	3.8	3.6
5) OTHERS	11.7	12.5	14.4	7.0	5.9	5.5

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MEMPHIS	A.T.W.	A.T.W.	18.0	18.5	19.2	23.3	24.3	25.0
2) MARLBORO	PHILIP MORRIS	A.T.W.	7.8	9.4	10.8	12.2	14.0	15.9
3) MILDE SORTE	A.T.W.	A.T.W.	10.6	11.6	11.6	13.1	12.6	12.6
4) HOBBY	A.T.W.	A.T.W.	12.7	11.2	9.9	8.7	7.7	7.1
5) DAMES	A.T.W.	A.T.W.	8.5	7.3	6.7	6.1	5.7	5.3
6) FALK	A.T.W.	A.T.W.	10.0	8.9	7.4	6.4	5.7	5.2
7) HB	A.T.W.	A.T.W.	5.1	5.0	4.5	4.2	4.1	4.0
8) ERNTE 23	REEMTSMA	A.T.W.	4.2	4.3	4.3	4.1	3.8	3.6
9) CASABLANCA	A.T.W.	A.T.W.	0.6	1.2	2.3	2.7	2.6	2.5
10) MAVERICK	A.T.W.	A.T.W.	1.9	2.0	1.9	2.0	2.0	1.9

(AUSTRIA)

	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	99.6	99.6	99.7	99.0	99.1	100.0
NON-FILTER	0.4	0.4	0.3	1.0	0.9	--
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	70.4	73.8	74.6	71.6	71.9	70.8
LIGHTS	29.6	26.2	25.4	27.2	26.5	26.2
SUPERLIGHTS	---	---	---	1.2	1.5	3.0
LENGTH SEGMENTATION %						
80-84 MM	100.0	99.9	99.7	96.9	97.0	96.6
94 AND 100 MM	---	0.1	0.3	3.1	3.0	3.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	44.8	40.6	36.2	35.7	32.5	29.5
FLIP TOP BOX	55.2	59.4	63.8	64.3	67.5	70.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	*2	*2
D) MAGAZINES	3	3	3	2	*2	*2
E) COUPONS	3	3	3	2	*2	*2
F) POINT OF SALE	1	1	1	2	*2	*2
G) BILLBOARDS	1	1	1	2	*2	*2
H) CINEMA	1	1	1	2	*2	*2
I) SAMPLING	1	1	1	2	*2	*2

*Cigarette advertising and sponsorships according to agreement with the monopoly, Austria Tabak.

2500058827

(AUSTRIA)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

250058828

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.5	0.6	0.6	0.6	0.7
PER CAPITA CONSUMPTION	1,307	1,155	1,141	1,236	1,179	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS	20.0	20.8	23.9	30.0	35.4	36.3
2) ROTHMANS	41.0	37.0	36.0	32.6	31.0	32.6
3) B.A.T.	20.8	17.4	16.1	17.0	13.5	11.7
4) R.J. REYNOLDS	5.3	11.6	12.0	9.9	9.9	11.2
5) GALLAHER	4.5	4.0	3.5	3.4	3.8	2.6
6) BROWN & WILLIAMSON	5.1	6.0	6.0	3.9	3.1	2.4
OTHERS	3.2	3.1	2.5	3.2	3.3	3.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	18.1	18.9	19.5	19.8	21.3	20.0
2) ROTHMANS	ROTHMANS	16.0	15.7	15.1	15.4	15.4	15.6
3) L&M	PHILIP MORRIS	1.3	1.4	3.9	9.8	13.5	15.0
4) PLAYERS GOLD LEAF	B.A.T.	12.1	10.6	10.3	11.8	9.5	7.4
5) JUBILEE	ROTHMANS	5.1	4.6	4.4	3.5	2.4	6.1
6) DUNHILL	ROTHMANS	16.6	11.4	9.8	8.3	7.6	6.0
7) MONTE CARLO	R.J. REYNOLDS	---	---	---	---	3.3	5.0
8) DORCHESTER	R.J. REYNOLDS	0.5	2.1	3.9	4.9	4.5	3.8
9) CRAVEN A	ROTHMANS	1.7	3.8	5.4	4.1	4.5	3.2
10) KENT	BROWN & WILLIAMSON	4.9	5.1	5.0	3.4	2.7	2.2

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12 MG)	81.8	77.2	76.2	74.0	72.0	73.2
LIGHTS (6-10 MG)	15.6	19.5	20.9	23.0	25.7	24.6
SUPERLIGHTS (<6 MG)	2.6	3.3	2.9	2.9	2.3	2.2

6Z88S000S2

EEMA 6

PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	67.2	61.3	60.8	60.0	54.8	52.4
AMERICAN	30.1	36.5	38.7	39.8	45.0	47.5
OTHERS	2.7	2.2	0.5	0.2	0.2	0.1
PRICE SEGMENTATION %						
ABOVE PREMIUM	1.9	1.6	1.6	1.4	1.3	1.3
PREMIUM	64.6	40.8	38.9	35.9	35.8	30.7
BELOW PREMIUM	6.5	23.0	21.7	20.2	18.6	17.7
MEDIUM	13.6	2.6	2.6	14.2	12.9	11.4
LOW	9.7	18.4	18.0	9.9	22.7	23.4
CHEAP	3.8	13.6	17.2	18.4	8.7	15.5

(BAHRAIN)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	*3	*3	3	*3	*3
D) MAGAZINES	1	1	1	*3	1
E) COUPONS	2	1	1	1	N.A.
F) POINT OF SALE	3	3	3	1	1
G) BILLBOARDS	3	2	2	2	2
H) CINEMA	2	2	2	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Quarter page maximum size.

2500058831

EEMA 8

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BULGARIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.5	16.5	16.5	16.5	16.3	16.6
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.5	8.6	8.6
PER CAPITA CONSUMPTION	1,854	1,854	1,854	1,854	1,895	1,930

COMPANY SHARES IMPORTS SEGMENT %

1) PHILIP MORRIS	42.8	46.1	43.5	45.6	47.2	49.7
2) ROTHMANS	11.5	11.0	13.7	12.9	11.6	10.6
3) PAPASTRATOS	---	---	---	---	11.6	10.4
4) BROWN & WILLIAMSON	20.6	20.7	17.5	15.6	9.2	10.3
5) R.J. REYNOLDS	9.9	9.6	11.2	12.9	10.0	9.6
6) B.A.T. (GERMANY HB)	9.0	6.5	7.8	8.6	6.7	7.1
7) BRINKMANN	3.1	3.2	3.8	3.0	1.7	1.1
8) REEMTSMA	2.2	2.9	2.5	1.4	0.8	0.4
9) OTHERS	---	---	---	---	1.2	0.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2
B) RADIO		2	2	2
C) NEWSPAPERS		2	2	2
D) MAGAZINES		2	2	2
E) COUPONS		N.A.	N.A.	N.A.
F) POINT OF SALE		1	1	1
G) BILLBOARDS		2	2	2
H) CINEMA		2	2	2
I) SAMPLING		1	1	1

2500058832

PHILIP MORRIS INTERNATIONAL FACT BOOK

BULGARIA

	1987	1988	1989	1990	1991	1992
--	------	------	------	------	------	------

HEALTH WARNING & T&N LISTING
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS			YES	YES	YES
	B) CARTONS			NO	NO	NO
	C) ADVERTISING			N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.

2500058833

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CZECH REPUBLIC

	1987	1988	1989	1990	1991	1992	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)*	--	--	25.6	26.5	27.2	25.3	
PER CAPITA CONSUMPTION	--	--	1,638	1,701	1,748	N.A.	
COMPANY SHARES %							
1) PHILIP MORRIS - TABAK	--	--	57.5	57.8	59.6	66.9	
2) S.I.T.	--	--	41.8	41.2	39.6	32.1	
3) A.T.W.	--	--	0.7	1.0	0.8	1.0	
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP						
1) PETRA	PHILIP MORRIS	--	--	28.3	29.5	34.4	37.2
2) MARS	S.I.T.	--	--	25.0	24.5	27.6	21.3
3) SPARTA	PHILIP MORRIS	--	--	8.3	9.2	10.4	11.0
4) START	PHILIP MORRIS	--	--	7.5	7.8	6.1	9.3
5) DALILA	S.I.T.	--	--	11.9	11.9	8.2	6.7
6) MARLBORO	PHILIP MORRIS	--	--	0.5	0.4	1.2	5.3
7) INKA	S.I.T.	--	--	--	--	0.8	2.4
8) DISCO	PHILIP MORRIS	--	--	3.0	3.4	2.5	1.1
9) BAKARA	PHILIP MORRIS	--	--	--	--	0.1	1.0
10) CLEA	PHILIP MORRIS	--	--	5.7	4.6	2.7	0.9

*Excludes Imports.

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECH REPUBLICS

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	3	3
B) RADIO				2	3	3
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				3	3	3
F) POINT OF SALE				3	3	3
G) BILLBOARDS				3	3	3
H) CINEMA				3	3	3
I) SAMPLING				3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
				YES	YES	YES
				NO	NO	NO
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	YES	YES
				NO	NO	NO
				NO	NO	NO

2500058835

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	48.7	45.3	43.5	41.2	41.5	39.5
PER CAPITA CONSUMPTION	910	841	789	730	718	N.A.

COMPANY SHARES %

1) EASTERN TOBACCO	96.9	97.1	96.9	95.9	95.7	95.0
2) PHILIP MORRIS (LIC. 1986)	2.5	2.2	2.2	3.2	3.6	4.5
3) ROTHMANS (LIC. 1986)	0.4	0.3	0.4	0.4	0.5	0.2
OTHERS	0.2	0.4	0.5	0.5	0.2	0.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP					
1) CLEOPATRA	EASTERN TOBACCO	94.7	94.4	93.8	90.8	90.9
2) MARLBORO	PHILIP MORRIS	2.5	2.2	2.2	3.2	3.6
3) OTHER LOCAL	EASTERN TOBACCO	2.2	2.7	3.1	5.1	4.8
4) ROTHMANS	ROTHMANS	0.4	0.3	0.4	0.3	0.4
5) KENT	B.A.T.	0.2	0.2	0.2	0.2	0.1

MARKET SEGMENTATION %

FILTER	100.0	100.0	100.0	100.0	100.0	100.0
--------	-------	-------	-------	-------	-------	-------

TAR & NICOTINE SEGMENTATION %

HIGH/FULL FLAVOR	94.8	96.4	97.4	97.9	99.1	99.1
LOW	5.2	3.6	2.6	2.1	0.9	0.9

LENGTH SEGMENTATION %

80/85 MM	69.0	74.7	77.8	74.1	77.6	81.6
100 MM	31.0	25.3	22.2	25.9	22.4	18.4

9E88S000SZ

EEMA 13

(EGYPT)

	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT	91.2	93.5	94.3	91.9	92.2	92.3
BOX	8.8	6.5	5.7	8.1	7.8	7.7

TOBACCO TYPE SEGMENTATION %						
ORIENTAL	96.9	97.1	96.9	95.9	95.7	95.0
AMERICAN	2.7	2.4	2.5	3.6	3.7	4.7
VIRGINIA	0.4	0.4	0.6	0.5	0.6	0.3

COMPANY SHARES-INTERNATIONAL SEGMENT %

1) PHILIP MORRIS	81.2	77.2	71.5	79.0	84.2	90.6
2) ROTHMANS	11.4	11.2	14.6	9.5	10.8	4.6
3) GALLAHER	1.0	2.2	3.1	1.9	1.8	1.6
4) BROWN & WILLIAMSON	5.1	6.7	6.8	4.6	1.8	1.5
5) R.J. REYNOLDS	0.3	1.2	2.4	4.0	0.9	1.2
6) AMERICAN TOBACCO	--	--	--	0.4	0.4	0.4
7) B.A.T.	0.9	1.5	1.6	0.7	0.2	0.1
OTHERS	0.1	--	--	--	--	--

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %

BRAND NAME	TRADEMARK OWNERSHIP						
1) MARLBORO	PHILIP MORRIS	81.2	77.2	71.5	79.0	84.2	90.1
2) ROTHMANS	ROTHMANS	11.4	11.2	13.4	7.7	9.4	3.7
3) SILK CUT	GALLAHER	1.0	2.2	3.1	1.9	1.8	1.6
4) KENT	BROWN & WILLIAMSON	5.1	6.7	6.8	4.6	1.8	1.5
5) DUNHILL	ROTHMANS	--	--	1.2	1.8	1.4	0.9
6) CAMEL	R.J. REYNOLDS	0.3	0.6	0.6	0.8	0.3	0.3
7) WINSTON	R.J. REYNOLDS	--	0.6	1.7	3.2	0.6	0.2
8) DU MAURIER	B.A.T.	0.9	1.5	1.6	0.7	0.2	0.1

7500058837

(EGYPT)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	*1	*1
D) MAGAZINES	3	3	3	*1	*1
E) COUPONS	-	-	3	*1	*1
F) POINT OF SALE	3	3	3	*1	*1
G) BILLBOARDS	3	3	3	*1	*1
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	1	3	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Restrictions on use of government buildings or official newspapers, schools, hospitals.

2500058838

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.7	7.4	7.7	7.1	6.9	6.9
PER CAPITA CONSUMPTION	1,569	1,502	1,552	1,431	1,362	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS	59.9	62.3	63.6	65.5	64.5	64.8
2) SUOMEN-TUPAKKA (BAT)	20.1	19.8	19.0	18.3	18.5	17.1
3) RETTIG	15.3	13.3	12.4	11.4	12.0	14.3
4) R.J. REYNOLDS	1.6	2.0	2.5	2.7	2.9	2.3
5) AMER-TUPAKKA	3.0	2.6	2.4	1.9	1.6	1.0
OTHERS	0.1	--	0.1	0.2	0.5	0.4

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	44.4	45.6	45.8	46.7	44.4	40.5
2) BELMONT	PHILIP MORRIS	15.1	16.2	17.5	18.3	19.5	17.2
3) NORTH STATE	SUOMEN TUPAKKA	15.8	14.7	14.0	12.8	12.0	11.0
4) L&M	PHILIP MORRIS	0.1	0.1	0.1	0.1	0.1	6.7
5) DOWNTOWN	RETTIG	---	---	---	---	1.1	5.2
6) COLT	RETTIG	8.4	7.2	6.8	6.3	6.0	5.2
7) BARCLAY	B.A.T.	2.6	3.0	3.6	4.2	5.2	5.2
8) RETTIG LIGHTS	RETTIG	3.9	3.7	3.5	3.2	3.1	2.4
9) CAMEL	R.J. REYNOLDS	1.5	2.0	2.4	2.6	2.9	2.3
10) ARMIRO	RETTIG	2.0	1.7	1.6	1.5	1.5	1.1

MARKET SEGMENTATION %

FILTER	99.4	99.5	99.6	99.7	99.7	99.7
NON-FILTER	0.6	0.5	0.4	0.3	0.3	0.3

6688500052

(FINLAND)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	63.7	61.1	58.7	56.5	53.1	51.6
LIGHTS	18.9	19.2	19.3	19.7	20.8	22.4
SUPERLIGHTS	11.3	12.4	13.5	16.2	15.5	14.4
MENTHOL	6.1	7.3	8.5	9.6	10.6	11.6
PACK TYPE SEGMENTATION %						
BOX	37.1	37.2	39.7	40.6	44.1	50.0
SOFT	62.8	62.7	60.3	59.4	55.9	50.0
LENGTH SEGMENTATION %						
60-75 MM	18.1	16.6	15.6	14.3	13.5	12.2
76-82 MM	77.9	78.4	77.6	78.4	47.3	8.4
83-85 MM	3.0	3.8	5.9	6.7	38.6	78.9
86 AND ABOVE	.9	1.2	0.8	0.7	0.6	0.4
MENTHOL SEGMENTATION %						
MENTHOL	6.1	7.3	8.5	9.6	10.6	11.6
NON-MENTHOL	93.9	92.7	91.5	90.4	89.4	88.4

(FINLAND)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	*2	*2	2	2	2
D) MAGAZINES	*2	*2	2	2	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	N.A.	**	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	N.A.	**	N.A.	N.A.	N.A.

*Trade Press permitted.

**Prohibited.

2500058841

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.5	0.5	0.4	0.4	0.4	0.4
PER CAPITA CONSUMPTION	472	455	354	342	331	N.A.

COMPANY SHARES %

1) ROTHMANS	49.8	47.1	51.6	52.3	52.6	52.5
2) BOLLORE	31.0	39.0	38.1	39.5	38.0	35.1
3) PHILIP MORRIS	14.5	10.2	7.3	6.0	7.6	7.6
4) SEITA	3.9	2.9	2.2	1.9	1.8	4.7
5) B.A.T.	0.6	0.7	0.4	0.3	0.0	0.1
6) R.J. REYNOLDS	0.2	0.1	0.0	0.0	0.0	0.0

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) DUNHILL	ROTHMANS	41.4	41.3	46.5	49.5	51.0	50.0
2) GABONAISES	BOLLORE	25.3	31.9	29.2	28.8	25.0	22.6
3) SPRINT	BOLLORE	5.5	7.2	8.9	10.8	10.9	10.8
4) MARLBORO	PHILIP MORRIS	14.5	10.2	7.3	6.0	7.6	5.0
5) BOSTON	BOLLORE	---	---	---	---	2.1	1.7
6) CRAVEN	ROTHMANS	6.7	4.4	4.0	2.1	1.2	1.6
7) GITANES	SEITA	2.6	1.8	1.4	1.3	1.0	0.9
8) PETER STUYVESANT	ROTHMANS	1.0	0.9	0.9	0.7	0.4	0.8
9) ROYALES	SEITA	0.4	0.5	0.4	0.4	0.5	0.3
10) GAULOISES	SEITA	0.7	0.5	0.3	0.2	0.1	0.0

2500058842

PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	1	1	1
C) NEWSPAPERS	2	2	1	1	1
D) MAGAZINES	2	2	1	1	1
E) COUPONS	-	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

	EX-DISTRIBUTOR				EX-FACTORY	
	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.2	26.2	26.4	26.5	25.2	23.7
PER CAPITA CONSUMPTION	2,565	2,509	2,541	2,557	2,433	N.A.
COMPANY SHARES - LICENSEE SEGMENT %						
1) B.A.T. - PECS	35.8	37.8	43.1	45.7	47.4	47.9
2) REEMTSMA - DEBRECEN	42.4	41.1	37.1	36.1	34.7	35.1
3) PHILIP MORRIS - EGER	11.9	11.6	11.1	10.2	8.5	13.3
4) R.J. REYNOLDS - SATO	9.2	8.9	8.0	7.5	9.0	3.4
OTHERS	0.7	0.6	0.7	0.5	0.4	0.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP						
1) SOPIANAE	B.A.T.	35.7	37.7	42.9	45.4	47.0	47.7
2) SYMPHONIA	REEMTSMA	42.1	40.9	36.9	35.9	34.5	34.9
3) MULTIFILTER	PHILIP MORRIS	0.3	0.3	0.3	0.2	1.7	5.0
4) HELIKON	PHILIP MORRIS	2.4	2.9	3.1	2.8	2.1	4.1
5) MARLBORO	PHILIP MORRIS	2.5	2.9	3.3	3.2	2.7	3.5
6) KOSSUTH	R.J. REYNOLDS	4.7	4.3	3.7	3.4	3.3	1.4
7) MUNKAS	R.J. REYNOLDS	4.3	4.2	3.8	3.6	3.8	1.4
8) ROMANC	PHILIP MORRIS	3.9	3.0	2.1	1.7	1.3	0.7
9) FECSKE	PHILIP MORRIS	1.6	1.4	1.1	0.9	0.7	0.2
10) DELIBAB	REEMTSMA	0.2	0.2	0.2	0.2	0.2	0.2

2500058844

NAME OF MARKET: HUNGARY

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	2	2	2
D) MAGAZINES		2	2	2	2	2
E) COUPONS		N.A.	2	N.A.	N.A.	N.A.
F) POINT OF SALE		3	*3	*3	*3	*3
G) BILLBOARDS		3	**3	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		1	**1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	NO	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	NO	N.A.	N.A.	N.A.

*Indoor only.

**Outdoor and indoor.

2500058845

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.4	3.1	3.1	2.6	2.6	2.5
PER CAPITA CONSUMPTION	349	279	266	218	209	N.A.
COMPANY SHARES %						
1) ROTHMANS INTERNATIONAL	20.2	27.4	29.6	36.5	43.2	47.0
2) SITAB	37.5	34.0	29.7	29.0	26.0	22.2
3) SEITA	25.3	16.1	17.6	18.7	17.6	18.8
4) PHILIP MORRIS	13.6	14.6	15.3	13.5	10.9	10.2
5) B.A.T.	3.1	7.2	7.3	2.2	2.3	1.7
OTHERS	0.3	0.7	0.5	0.1	---	---

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) CRAVEN A	ROTHMANS	16.6	22.7	24.0	28.5	33.6	35.7
2) FINE	SEITA	12.9	5.7	9.1	10.8	10.9	13.0
3) MARLBORO	PHILIP MORRIS	13.6	14.6	15.3	13.5	10.9	10.2
4) OLYMPIC	SITAB	9.5	9.2	8.9	9.1	7.9	6.9
5) JOB	SITAB	11.7	10.4	9.0	8.3	6.9	5.7
6) DUNHILL	ROTHMANS	1.0	1.4	1.7	2.8	3.7	5.1
7) GOLDEN CLUB	SITAB	11.0	9.6	7.0	6.0	5.3	4.3
8) GAULOISES	SEITA	8.9	7.3	5.8	5.3	4.6	4.0
9) ROTHMANS	ROTHMANS	0.8	1.1	1.3	2.2	2.6	3.3
10) ST. MORITZ	ROTHMANS	1.6	2.2	2.5	2.9	3.1	2.9

2500058846

EEMA 23

PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION		2	2	*3	*3	*3
B) RADIO		1	1	3	3	*3
C) NEWSPAPERS		1	1	1	3	*3
D) MAGAZINES		1	1	1	3	*3
E) COUPONS		N.A.	1	1	1	1
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		1	1	1	3	*3
H) CINEMA		1	1	3	3	*3
I) SAMPLING		1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*By Industry Voluntary Code of Conduct.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1987	1988	1989	*1990	*1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.9	2.9	3.1	1.9	1.4	2.5
PER CAPITA CONSUMPTION	1,620	1,454	1,495	871	N.A.	1,859

COMPANY SHARES %

1)PHILIP MORRIS	42.4	42.3	44.2	45.5	60.8	56.7
2)ROTHMANS	24.9	22.6	19.7	19.4	18.7	15.5
3)B.A.T.	13.8	12.7	13.0	12.9	6.4	11.3
4)BROWN & WILLIAMSON	9.8	11.0	9.0	8.0	5.2	5.2
5)R.J. REYNOLDS	2.5	2.9	3.4	3.8	3.3	4.8
6)GALLAHER	2.0	1.8	1.9	2.0	2.0	2.0
OTHERS	4.6	6.7	8.8	8.4	3.6	4.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	38.5	37.4	38.8	39.8	53.0	47.7
2)ROTHMANS	ROTHMANS	16.9	14.4	12.4	12.0	9.1	8.4
3)PLAYERS GOLD LEAF	B.A.T.	8.7	8.1	8.1	7.6	3.4	6.0
4)MERIT	PHILIP MORRIS	2.0	2.5	2.8	3.0	5.0	5.0
5)CLEOPATRA	EASTERN TOBACCO	2.9	4.7	7.2	7.1	3.0	3.9
6)L&M	PHILIP MORRIS	1.6	2.0	2.2	2.2	2.8	3.6
7)CRAVEN A	ROTHMANS	3.0	3.9	3.6	3.8	5.3	3.5
8)STATE EXPRESS	B.A.T.	2.5	2.4	2.6	2.8	1.7	3.2
9)VICEROY	BROWN & WILLIAMSON	4.4	5.9	4.9	4.5	2.7	2.8
10)GOLD COAST	R.J. REYNOLDS	0.4	0.8	1.6	2.3	2.1	3.2

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12MG)	85.3	83.7	83.4	82.6	80.6	80.8
LIGHTS (6-10MG)	10.4	11.7	12.1	12.4	12.9	12.1
SUPERLIGHTS (<6MG)	4.3	4.6	4.5	5.0	6.5	7.1

TOBACCO TYPE SEGMENTATION %

VIRGINIA	40.3	37.0	34.6	33.8	26.1	28.0
AMERICAN	56.8	58.0	58.0	59.0	70.9	68.0
OTHERS	2.9	5.0	7.4	7.3	3.0	4.0

*Kuwait market closed August 2, 1990 and re-opened in mid-1991.

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	1.8	1.6	1.6	1.6	3.0	2.2
PREMIUM	70.7	66.5	64.8	64.8	61.9	56.6
BELOW PREMIUM	5.7	5.5	5.2	5.3	15.8	16.8
MEDIUM	10.6	10.6	10.5	9.9	6.6	10.2
LOW	11.2	15.8	17.8	18.4	12.3	13.5
CHEAP	0.0	0.0	0.0	0.0	0.3	0.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		2	2	3	3	N.A.
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		*2	*2	2/3	**3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Tolerated at events held indoors.

**For major events - Municipality approval.

***Indoor only and restricted by type of premises.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALI

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.5	1.4	1.8	1.8	1.6	1.6
PER CAPITA CONSUMPTION	175	179	224	218	164	N.A.

COMPANY SHARES %

1) SONATAM	60.8	63.7	51.4	52.5	54.6	44.4
2) ROTHMANS	11.8	13.0	28.1	30.0	31.2	39.3
3) PHILIP MORRIS	15.6	13.5	13.4	13.1	11.3	13.5
4) SEITA	7.9	8.8	6.7	4.2	2.8	2.8
5) R.J. REYNOLDS	3.7	0.7	0.5	0.1	--	--
6) BROWN & WILLIAMSON	0.2	0.2	--	--	--	--
OTHERS	--	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) LIBERTE	SONATAM	54.7	56.5	46.4	49.4	48.7	41.9
2) CLAREMONT	ROTHMANS	--	--	11.6	14.2	18.7	19.6
3) MARLBORO	PHILIP MORRIS	15.6	13.5	13.4	13.0	11.3	13.5
4) CRAVEN	ROTHMANS	7.0	7.6	10.2	9.3	7.0	9.5
5) DUNHILL	ROTHMANS	4.5	5.3	6.1	6.3	5.2	9.9
6) MANSA	SONATAM	6.1	7.2	5.0	3.1	5.9	2.5
7) GAULOISES	SEITA	7.9	6.6	4.3	3.0	2.0	2.1
8) FINE	SEITA	--	2.1	2.3	1.2	0.8	0.7
9) ST. MORITZ	ROTHMANS	--	--	--	--	0.2	0.3
10) GITANES	SEITA	--	--	0.1	0.1	0.1	0.0

PRICE SEGMENTATION %

ABOVE PREMIUM	20.2	18.8	19.4	19.4	10.3	10.2
PREMIUM	7.3	9.9	13.2	10.9	8.8	13.5
HIGH	3.9	1.0	11.7	14.3	12.5	10.3
MEDIUM	14.0	13.9	9.3	9.1	21.8	25.1
LOW	54.7	56.5	46.4	46.4	46.6	41.0

250058850

EEMA 27

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	***3
B) RADIO		2	2	**1	***3	***3
C) NEWSPAPERS		1	1	**1	***3	***3
D) MAGAZINES		1	1	**1	***3	***3
E) COUPONS		N.A.	N.A.	**1	***3	***3
F) POINT OF SALE		*1	*1	**1	***3	***3
G) BILLBOARDS		2	2	**1	***3	***3
H) CINEMA		2	1	**1	***3	***3
I) SAMPLING		N.A.	1	**1	***3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Specific restriction for tobacco advertising.

**To be channelled through the monopoly.

***By voluntary agreement.

2500058851

EEMA 28

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	640	645	640	630	630	610
OF WHICH LOCAL MANUFACTURE: %	99.5	99.4	99.4	99.4	99.4	99.4
IMPORTED FROM 1) US	0.4	0.3	0.3	0.3	0.3	0.3
2) UK	0.4	0.3	0.3	0.3	0.3	0.3
POPULATION TOTAL (MILLIONS)	0.34	0.35	0.35	0.35	0.35	0.35
PER CAPITA CONSUMPTION	1,882	1,843	1,829	1,800	1,800	1,743

COMPANY SHARES %

1) CARRERAS OF MALTA	62.5	64.0	64.4	63.6	63.4	67.9
2) MALTA TOBACCO (BAT)	30.3	29.5	29.5	29.5	29.5	22.3
3) GALLAHER	3.3	2.5	2.5	3.0	3.2	5.5
4) PHILIP MORRIS	2.8	3.1	3.0	3.3	3.3	3.7
5) A.T.W.	0.8	0.6	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER						
1) ROTHMANS	ROTHMANS	ROTHMANS	CENTRAL CIG. CO.	45.9	51.1	58.8	57.2	57.0	59.7
2) DU MAURIER	B.A.T.	B.A.T.	CENTRAL CIG. CO.	25.6	24.0	23.2	23.2	23.2	16.5
3) DUNHILL	ROTHMANS	ROTHMANS	CENTRAL CIG. CO.	15.0	15.4	11.2	11.2	11.2	8.2
4) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	A.T.W. (MALTA)	2.8	3.1	2.7	3.1	3.2	3.7
5) SILK CUT	AMERICAN	AMERICAN	GALLAHER	3.3	2.5	1.8	3.0	3.1	5.5
6) B&H	B.A.T.	B.A.T.	CENTRAL CIG. CO.	4.7	2.3	1.7	1.7	1.7	7.8
7) MILDE SORTE	A.T.W.	A.T.W.	A.T.W. (MALTA)	0.5	0.3	0.3	0.3	0.3	0.3
8) RONSON	A.T.W.	A.T.W.	A.T.W. (MALTA)	0.3	0.3	0.3	0.3	0.3	0.3

MARKET SEGMENTATION %

FILTER	100.0	100.0	100.0	100.0	100.0	100.0
--------	-------	-------	-------	-------	-------	-------

258890009Z

EEMA 29

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALTA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (-15mg)	91.0	91.0	91.0	91.0	91.0	91.0
HIGH/FULL FLAVOR (+15mg)	9.0	9.0	9.0	9.0	9.0	9.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.1	3.4	3.0	3.4	3.4	4.1
VIRGINIA	95.4	96.3	96.7	96.3	96.3	95.6
EUROPEAN	0.5	0.3	0.3	0.3	0.3	0.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	56.1	55.1	54.5	54.5	54.5	41.8
71 MM TO 85 MM	43.9	44.9	45.5	45.5	45.5	58.2
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	3	3	3	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	3	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	1	1
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

(MALTA)

1987 1988 1989 1990 1991 1992

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
 B) CARTONS
 C) ADVERTISING

YES YES
NO NO
YES YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES YES
NO NO
NO NO

2500058854

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	14.8	14.8	14.7	14.2	14.0	13.8
PER CAPITA CONSUMPTION	675	623	601	567	544	N.A.
COMPANY SHARES %						
1)REGIE DES TABACS	91.4	90.2	88.7	88.2	86.2	85.6
2)R.J. REYNOLDS	5.0	6.2	6.3	6.6	8.1	8.5
3)PHILIP MORRIS	3.0	3.1	4.4	4.6	5.1	5.3
4)BROWN & WILLIAMSON	0.3	0.3	0.3	0.2	0.2	0.3
OTHERS	0.3	0.2	0.3	0.4	0.4	0.3

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	51.8	50.7	47.0	45.1	37.8	34.7
2)MARQUISES	REGIE	4.6	7.2	11.9	13.9	18.5	22.4
3)OLYMPIC	REGIE	16.0	13.2	11.0	9.8	11.0	13.3
4)WINSTON	R.J. REYNOLDS	4.9	6.0	6.2	6.5	8.0	8.3
5)MARLBORO	PHILIP MORRIS	3.0	3.1	4.4	4.5	5.1	5.3
6)BEST	REGIE	6.2	6.7	7.4	7.6	7.8	5.1
7)MARVEL	REGIE	0.2	0.1	0.7	2.8	3.7	3.6
8)FAVORITES	REGIE	3.7	2.3	2.9	2.4	1.9	1.9
9)MAGHREB	REGIE	3.7	3.7	3.2	2.9	2.7	1.7
10)TROUPE FAR	REGIE	2.2	2.9	2.3	2.0	1.4	1.0

MARKET SEGMENTATION %

FILTER	42.2	44.1	47.8	50.5	59.0	62.4
NON-FILTER	57.8	55.9	52.2	49.5	41.0	37.6

INTERNATIONAL/LOCAL SEGMENTATION %

LOCAL	91.4	90.2	88.7	88.2	86.2	85.6
INTERNATIONAL	8.6	9.8	11.3	11.8	13.8	14.4

558850005Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MOROCCO)

	1987	1988	1989	1990	1991	1992
--	------	------	------	------	------	------

COMPANY SHARES - IMPORTS SEGMENT %

1)R.J. REYNOLDS	58.1	62.5	56.1	56.5	58.8	58.8
2)PHILIP MORRIS	34.5	31.6	38.8	38.7	36.9	36.9
3)BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
OTHERS	4.2	3.2	2.8	2.7	2.5	2.5

BRAND FAMILY SHARES - IMPORTS SEGMENT %

BRAND NAME	MANUFACTURER						
1)WINSTON	R.J. REYNOLDS	56.4	60.6	54.8	55.2	57.5	57.4
2)MARLBORO	PHILIP MORRIS	34.4	31.4	38.7	38.7	36.8	36.9
3)KENT	BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
4)CAMEL	R.J. REYNOLDS	1.3	1.7	1.2	1.2	1.1	1.2

(MOROCCO)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	***1	1	1
C) NEWSPAPERS		*3	*3	***3	***3	***3
D) MAGAZINES		*3	*3	***3	***3	***3
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		3	3	***3	***3	***3
G) BILLBOARDS		3	3	***3	***3	***3
H) CINEMA		1	1	***1	1	1
I) SAMPLING		**3	**3	***3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Allowed only for new launches (max. 3 months).

**During promotions only.

***Subject to approval of the monopoly.

2500058857

EEMA 34

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1987	1988	1989	1990	1991	1992	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.7	8.7	8.5	7.2	6.7	6.6	
PER CAPITA CONSUMPTION	78	83	81	66	60	N.A.	
COMPANY SHARES %							
1)NIGERIA TOBACCO COMPANY (N.T.C.)	79.4	82.0	82.5	86.1	87.2	88.4	
2)INTERNATIONAL TOBACCO COMPANY (I.T.C.)	20.6	18.0	17.5	13.9	12.8	11.6	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)THREE RINGS	N.T.C.	32.1	35.7	35.1	38.2	38.7	37.6
2)GOLD LEAF	N.T.C.	13.7	10.8	13.0	12.7	15.4	16.0
3)SM	N.T.C.	11.9	13.0	12.9	15.4	15.5	15.8
4)HIGH SOCIETY	N.T.C.	13.9	10.4	9.1	10.6	11.8	9.2
5)LINK	I.T.C.	10.2	8.1	8.5	7.4	6.9	6.2
6)MARS	N.T.C.	5.7	6.0	5.6	6.3	5.8	5.3
7)GREEN SPOT	I.T.C.	3.9	4.4	4.6	4.4	4.1	3.7
8)EXCEL	N.T.C.	--	--	--	0.1	0.2	2.3
9)TARGET	I.T.C.	6.5	5.2	3.9	1.9	1.9	1.6
10)BICYCLE	N.T.C.	---	0.6	0.6	0.7	1.2	1.2
MARKET SEGMENTATION %							
FILTER	98.0	94.8	94.6	93.7	92.7	93.6	
NON-FILTER	2.0	5.2	5.4	6.3	7.3	6.4	
PRICE SEGMENTATION %							
HIGH	29.6	26.7	25.9	23.4	24.3	27.5	
MEDIUM	10.7	11.8	11.0	7.9	31.9	64.9	
LOW	59.7	61.5	63.1	68.6	43.8	7.6	

8588900052

EEMA 35

PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		1	1	2	2	3
B) RADIO		1	1	3	2	3
C) NEWSPAPERS		1	1	3	1	3
D) MAGAZINES		1	1	3	1	3
E) COUPONS		N.A.	1	3	1	1
F) POINT OF SALE		1	1	3	1	1
G) BILLBOARDS		1	1	3	1	3
H) CINEMA		1	1	3	1	3
I) SAMPLING		2	1	3	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	NO

2500058859

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.7	2.8	2.9	2.9	3.0	2.7
PER CAPITA CONSUMPTION	654	676	694	695	708	N.A.
COMPANY SHARES %						
1)SKANDINAVISK TOBACCO CO. (STC)	39.9	42.1	46.5	49.7	51.9	53.8
2)PHILIP MORRIS	14.3	14.4	15.0	15.0	15.4	15.5
3)B.A.T.	13.9	13.5	12.6	11.6	10.6	9.4
4)BROWN & WILLIAMSON	8.8	7.9	8.3	7.9	7.7	7.5
5)TIEDEMANN'S	7.8	8.1	8.0	7.3	7.0	6.7
6)ROTHMANS	9.1	8.4	5.2	4.5	4.1	3.7
7)R.J. REYNOLDS	4.6	4.1	2.9	3.1	2.8	2.9
OTHERS	1.6	1.4	1.5	0.9	0.5	0.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)PRINCE	S.T.C	39.9	42.1	46.5	49.7	51.9	53.8
2)MARLBORO	PHILIP MORRIS	11.8	12.0	12.8	12.9	13.4	13.7
3)PALL MALL	BAT/ROTHMANS	13.2	13.1	11.9	11.0	9.7	8.8
4)BARCLAY	BROWN & WILLIAMSON	8.0	7.4	7.9	7.5	7.3	7.2
5)PETTEROE'S	TIEDEMANN'S	2.4	2.5	2.7	3.0	3.4	3.7
6)DUNHILL	ROTHMANS	6.5	6.3	4.3	3.8	3.5	3.2
7)MERIT	PHILIP MORRIS	2.4	2.3	2.1	1.9	1.7	1.7
8)CAMEL	R.J. REYNOLDS	1.3	1.3	1.1	1.0	1.0	1.3
9)SOUTH STATE	TIEDEMANN'S	2.7	2.3	2.1	1.7	1.4	1.2
10)SALEM	R.J. REYNOLDS	2.0	1.8	1.3	1.2	1.1	1.0

0988500052

<u>(NORWAY)</u>	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (15 MG AND ABOVE)	55.6	52.5	48.7	45.1	42.8	41.5
LIGHTS (8-14 MG)	34.7	38.2	41.7	45.6	48.1	49.5
SUPERLIGHTS (0-7 MG)	9.7	9.3	9.6	9.3	9.1	9.0
MARKET SEGMENTATION %						
FILTER	92.6	93.4	94.0	94.6	95.5	95.9
NON-FILTER	7.4	6.6	6.0	5.4	4.5	4.1
PACK TYPE SEGMENTATION %						
BOX	89.1	90.3	90.5	91.1	92.2	92.4
SOFT	10.6	9.5	9.4	8.8	7.7	7.6
OTHERS	0.3	0.2	0.1	0.1	0.1	0.0
PACK COUNT SEGMENTATION %						
10'S PACK	15.6	15.1	15.7	15.2	15.9	17.0
18'S PACK	0.0	0.0	0.0	0.1	0.2	0.2
20'S PACK	84.4	84.9	84.3	84.7	83.9	82.8
50'S PACK	---	---	0.0	0.0	0.0	0.0
LENGTH SEGMENTATION %						
67-75 MM	3.6	2.9	2.6	2.2	1.9	1.7
76-82 MM	3.1	2.8	2.1	2.1	1.6	1.5
83-85 MM	93.2	94.3	95.4	95.7	96.4	96.7
86 AND ABOVE	0.1	0.0	0.0	0.0	0.0	0.0
MENTHOL SEGMENTATION %						
MENTHOL	7.3	7.0	5.7	4.9	4.4	4.0
NON-MENTHOL	92.7	93.0	94.3	95.1	95.6	96.0

(NORWAY)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	2	2	2
D) MAGAZINES		2	2	2	2	2
E) COUPONS		N.A.	2	2	2	2
F) POINT OF SALE		2	2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

2500058862

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.1	1.1	1.1	1.2	1.2	1.3
PER CAPITA CONSUMPTION	834	793	750	787	720	N.A.
COMPANY SHARES %						
1)B.A.T.	45.1	43.5	43.6	43.3	41.0	39.4
2)ROTHMANS	38.4	37.1	35.3	33.8	32.4	31.4
3)PHILIP MORRIS	7.1	8.7	10.2	12.2	14.8	16.8
4)R.J. REYNOLDS	1.1	2.4	3.2	3.4	4.5	7.6
5)GALLAHER	2.2	2.6	2.6	2.2	2.3	1.6
6)BROWN & WILLIAMSON	1.0	1.0	1.0	0.8	0.7	0.6
OTHERS	5.1	4.8	4.2	4.3	4.3	2.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)ROTHMANS	ROTHMANS	26.7	22.7	20.9	19.8	18.8	17.9
2)MARLBORO	PHILIP MORRIS	6.5	7.9	9.7	11.7	13.8	15.1
3)PLAYERS GOLD LEAF	B.A.T.	21.7	18.7	17.0	16.1	14.7	13.4
4)CAPSTAN	B.A.T.	5.5	6.2	7.3	8.8	10.9	10.7
5)STATE EXPRESS	B.A.T.	8.6	8.6	8.7	8.4	7.1	6.2
6)DUNHILL	ROTHMANS	8.0	7.4	7.1	6.6	6.4	6.1
7)CRAVEN A	ROTHMANS	2.3	5.5	6.0	6.1	6.2	5.8
8)WILLS GOLD FLAKE	B.A.T.	--	1.4	3.8	4.3	3.5	3.5
9)MONTE CARLO	R.J. REYNOLDS	--	--	--	--	0.5	2.8
10)BENSON & HEDGES	B.A.T.	3.3	3.4	3.3	3.0	2.7	2.6

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12 MG)	95.7	93.3	91.7	91.0	88.1	87.6
LIGHTS (6-9 MG)	3.3	5.3	6.9	7.8	10.5	11.4
SUPERLIGHTS (<6 MG)	1.1	1.4	1.4	1.2	1.3	1.0

EEMA 40

2500058863

PHILIP MORRIS INTERNATIONAL FACT BOOK

(OMAN)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	0.6	0.7	0.7	0.7	0.8	0.6
PREMIUM	40.5	39.1	38.9	38.6	39.3	38.0
BELOW PREMIUM	12.5	10.8	10.7	9.8	8.3	6.9
MEDIUM	28.1	25.8	23.8	22.6	21.1	19.4
LOW	5.9	7.0	12.6	13.9	14.4	11.4
CHEAP	12.5	16.6	13.3	14.4	16.1	23.7

TOBACCO TYPE SEGMENTATION %

VIRGINIA	89.9	88.2	85.5	83.7	80.4	78.3
AMERICAN	9.2	11.7	13.8	15.4	18.7	21.3
OTHERS	1.0	0.1	0.7	0.9	0.9	0.4

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		1	1	1	1	N.A.
F) POINT OF SALE		*3	*3	1	**3	**3
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*No advertising for tobacco in front of outlet.
**Indoor only.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	96.0	95.3	86.0	97.5	94.7	92.5
PER CAPITA CONSUMPTION	2,549	2,517	2,272	2,558	2,477	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				1	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	1
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.7	0.6
PER CAPITA CONSUMPTION	1,697	1,321	1,278	1,296	1,728	N.A.
COMPANY SHARES %						
1)ROTHMANS	44.1	44.0	45.5	42.3	43.1	41.1
2)PHILIP MORRIS	16.9	19.6	20.2	22.7	24.1	27.3
3)B.A.T.	27.2	25.2	21.4	21.9	21.7	21.0
4)R.J. REYNOLDS	2.3	1.7	4.1	5.2	4.0	4.3
5)GALLAHER	3.7	3.0	3.0	2.5	2.3	2.0
6)BROWN & WILLIAMSON	2.9	2.9	2.8	2.1	1.9	1.5
OTHERS	2.9	3.6	3.0	3.3	2.9	2.8

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	16.3	18.6	18.9	18.5	18.5
2)ROTHMANS	ROTHMANS	27.3	25.9	23.2	17.7	17.6
3)JUBILEE	ROTHMANS	5.6	8.0	13.3	17.2	13.9
4)PLAYERS GOLD LEAF	B.A.T.	11.9	11.1	6.9	6.5	10.4
5)I&M	PHILIP MORRIS	0.3	0.5	0.8	3.7	7.2
6)CRAVEN A	ROTHMANS	2.1	2.6	2.2	1.7	5.4
7)WILLS GOLD FLAKE	B.A.T.	---	---	4.2	7.6	5.0
8)DUNHILL	ROTHMANS	7.3	6.5	6.1	4.8	3.7
9)STATE EXPRESS 55	B.A.T.	8.1	7.3	5.3	3.7	2.8
10)BENSON & HEDGES	B.A.T.	3.6	3.2	2.8	2.6	2.0

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR	89.5	88.5	87.0	84.9	83.7	82.1
LIGHTS	8.2	9.1	10.2	12.5	13.8	15.3
SUPERLIGHTS	2.3	2.4	2.8	2.7	2.6	2.7

998890009Z

EEMA 43

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	2.2	1.4	1.2	1.0	0.9	0.7
PREMIUM	58.6	57.4	56.3	48.4	46.1	44.7
BELOW PREMIUM	14.0	12.5	8.3	5.8	5.2	4.3
MEDIUM	14.1	14.7	9.5	1.3	7.2	9.8
LOW	1.9	2.1	2.3	10.9	12.1	12.1
CHEAP	9.1	11.9	22.4	32.6	28.4	28.3

TOBACCO TYPE SEGMENTATION %

VIRGINIA	74.4	72.0	71.5	68.0	68.0	64.9
AMERICAN	22.7	24.5	26.6	30.2	30.4	33.6
OTHERS	2.9	3.5	1.9	1.8	1.6	1.5

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		1	1	1	1	N.A.
F) POINT OF SALE		*3	*3	3	3	3
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		**3	**3	3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

*No advertising in front of outlet.

**Tobacco sampling prohibited in public premises.

***For major events - municipality approval required.

2500058867

EEMA 44

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2500058868

EEMA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	0.9	1.0	1.0	0.9	0.9	0.9
POPULATION TOTAL (MILLIONS)	1,254	1,229	1,184	1,050	1,055	N.A.

COMPANY SHARES %

1)BAT	47.6	50.3	52.3	51.7	51.6	50.1
2)SEITA	30.0	26.7	23.4	22.4	20.2	18.3
3)PHILIP MORRIS	8.2	9.4	10.7	12.6	14.6	16.6
4)ROTHMANS	13.0	12.1	12.1	11.7	11.6	12.8
OTHERS	1.2	1.5	1.5	1.6	2.0	2.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)GLADSTONE	B.A.T.	38.2	39.9	41.9	41.4	37.8
2)MARLBORO	PHILIP MORRIS	6.6	7.5	8.3	10.5	14.0
3)BENSON & HEDGES	B.A.T.	8.5	9.4	9.4	9.5	11.6
4)GAULOISES	SEITA	16.7	13.9	12.8	12.5	10.3
5)P. STUYVESANT	ROTHMANS	5.6	5.5	6.1	6.0	6.5
6)ROYALE	SEITA	3.6	3.4	4.9	4.5	3.7
7)CRAVEN A	ROTHMANS	5.3	4.2	3.9	3.6	3.0
8)BASTOS	SEITA	5.6	4.8	4.2	3.7	2.8
9)PHILIP MORRIS	PHILIP MORRIS	1.7	1.9	2.2	1.9	2.3
10)DUNHILL	ROTHMANS	1.5	1.6	1.5	1.6	1.6

PRICE SEGMENTATION %

ABOVE PREMIUM	0.3	0.3	0.3	0.3	0.2	0.3
PREMIUM	19.5	22.0	23.0	25.3	33.9	42.1
HIGH	54.9	55.2	58.8	57.4	50.6	42.5
LOW	25.3	22.4	18.0	17.0	15.2	15.1

698850005Z

EEMA 46

PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2
D) MAGAZINES	3	3	3	3	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	3	3	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	3	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

0188500052

EEMA 47

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ROMANIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	34.5	34.3	32.0	32.0	32.0
POPULATION IN MILLIONS	22.94	23.05	23.15	23.21	23.19	N.A.
PER CAPITA CONSUMPTION	1,526	1,497	1,482	1,379	1,380	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1
B) RADIO	1	1	1
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	1	1	1
G) BILLBOARDS	1	1	1
H) CINEMA	1	1	1
I) SAMPLING	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

1488500052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	12.7	13.1	13.7	14.5	14.7	15.4
PER CAPITA CONSUMPTION	935	940	950	975	1,000	910
COMPANY SHARES %						
1) PHILIP MORRIS	39.7	38.9	38.3	41.0	44.8	46.6
2) B.A.T.	8.3	7.7	10.1	11.9	12.8	15.4
3) R.J. REYNOLDS	11.8	18.5	19.2	17.4	14.0	10.9
4) ROTHMANS	20.5	15.1	13.0	11.3	10.2	10.3
5) ST. PAUL'S	4.3	4.0	3.9	4.1	3.3	4.4
6) GALLAHER	2.1	1.8	1.6	1.9	2.6	3.4
7) BROWN & WILLIAMSON	4.7	5.5	5.2	3.8	3.3	2.8
8) EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
OTHERS	6.4	6.4	6.2	6.8	6.6	4.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	33.3	31.1	30.7	32.4	36.0	35.1
2) PLAYERS GOLD LEAF	B.A.T.	3.9	4.1	6.3	7.8	8.9	11.5
3) L&M	PHILIP MORRIS	0.8	0.8	1.2	2.8	5.2	8.6
4) GOLD COAST	R.J. REYNOLDS	9.8	17.0	17.6	15.6	11.9	8.0
5) ROTHMANS	ROTHMANS	14.5	10.4	8.9	7.7	6.3	5.8
6) LONDON	ST. PAUL'S/ROTHMANS	4.3	4.0	3.9	4.1	3.3	5.4
7) CARLTON	GALLAHER	0.9	1.0	0.9	1.3	1.7	2.3
8) HOPE	OTHERS	0.6	0.5	0.8	2.5	3.9	2.3
9) CLEOPATRA	EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
10) VISA	PHILIP MORRIS	3.0	5.3	5.0	4.5	2.3	1.6

2500058872

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.4	82.5	80.7	79.3	78.0	77.5
LIGHTS (6-10 MG)	10.5	12.7	14.6	16.0	16.7	16.9
SUPERLIGHTS (0-5 MG)	4.1	4.8	4.7	4.7	5.3	5.6
TOBACCO TYPE SEGMENTATION %						
AMERICAN	38.2	31.8	32.0	30.6	27.9	30.9
VIRGINIA	59.5	66.1	65.5	67.4	69.7	66.9
OTHERS	2.3	2.1	2.4	2.0	2.4	2.2
PRICE SEGMENTATION %						
ABOVE PREMIUM (4.50 AND ABOVE)	3.1	2.3	2.0	1.8	0.8	0.6
PREMIUM (4.00)	58.5	50.6	48.4	47.7	51.7	49.8
BELOW PREMIUM (3.50)	6.2	7.1	5.9	5.2	2.7	2.3
MEDIUM (3.00)	5.4	1.7	0.6	0.5	0.3	0.3
LOW (2.50)	8.1	11.6	13.5	24.3	34.7	35.6
CHEAP (1.50-2.00)	18.7	26.7	29.6	20.4	9.8	11.4

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	*2	*2	*2
D) MAGAZINES		*2	*2	2	*2	*2
E) COUPONS		2	2	2	2	N.A.
F) POINT OF SALE		2	**2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		N.A.	N.A.	N.A.	N.A.	N.A.
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	N/A

*Allowed in imported press and Saudi Publications based outside S.A. with Pan-Arab circulation.

**Some companies use branded/unbranded P.O.S.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SENEGAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,020	1,890	1,819	1,815	1,724	1,641
PER CAPITA CONSUMPTION	314	266	255	248	229	N.A.
COMPANY SHARES %						
1) MTOA	34.0	28.3	36.4	53.3	47.6	38.8
2) ROTHMANS INTERNATIONAL	9.5	8.8	9.6	16.7	21.7	23.3
3) PHILIP MORRIS	28.6	29.3	29.0	20.0	20.9	23.2
4) SEITA	2.9	2.8	3.9	7.9	8.9	14.0
5) B.A.T.	10.3	18.6	14.3	1.8	0.9	0.7
6) R.J. REYNOLDS	13.6	11.9	6.4	0.2	--	--
OTHERS	1.1	0.3	0.4	0.0	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) VIKING	MTOA	---	2.5	8.3	30.5	32.0	27.0
2) MARLBORO	PHILIP MORRIS (LIC.)	20.9	21.1	18.0	19.7	20.7	23.1
3) DUNHILL	ROTHMANS	4.3	3.1	5.7	12.3	17.1	18.9
4) GAULOISES	SEITA	2.4	2.0	3.4	7.5	8.5	13.8
5) CAMELIA	MTOA	25.3	18.7	15.9	14.1	11.8	9.8
6) PETER STUYVESANT	ROTHMANS	4.7	4.6	3.1	3.7	3.4	3.1
7) ST. MORITZ	ROTHMANS	0.4	0.5	0.7	0.7	1.2	1.4
8) JOB	MTOA	5.8	5.0	4.1	2.2	1.4	1.1
9) NELSON	MTOA	---	---	6.7	5.6	2.3	0.9
10) BENSON & HEDGES	B.A.T.	5.7	5.4	3.8	1.3	0.7	0.6

2500058875

EEMA 52

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
AMERICAN	47.7	54.6	52.9	26.3	23.4	24.2
VIRGINIA	17.5	18.5	22.8	49.4	54.4	50.9
LOCAL	34.5	26.6	22.5	18.3	15.2	12.7
OTHERS	0.4	0.3	1.7	6.0	7.0	12.2
PRICE SEGMENTATION %						
ABOVE PREMIUM	2.2	2.2	1.5	2.5	2.2	2.3
PREMIUM	31.1	30.3	28.7	32.8	38.0	42.0
HIGH	7.5	5.7	4.2	4.0	3.7	3.2
MEDIUM HIGH	25.6	36.0	40.5	44.4	42.9	41.7
MEDIUM LOW	3.5	3.0	6.4	2.2	1.4	1.1
LOW	30.1	22.8	18.7	14.2	11.8	9.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	*3
B) RADIO		1	1	*3	*3	*3
C) NEWSPAPERS		1	1	*3	*3	*3
D) MAGAZINES		1	1	*3	*3	*3
E) COUPONS		N.A.	1	*3	*3	*3
F) POINT OF SALE		1	1	*3	*3	*3
G) BILLBOARDS		1	1	*3	*3	*3
H) CINEMA		1	1	*3	*3	*3
I) SAMPLING		2	1	*3	*3	*3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Restricted by industry voluntary agreement (Code of Conduct).

9/88500052

EEMA 53

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2500058877

EEMA 54

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.1	11.2	10.9	10.6	10.5	11.0
PER CAPITA CONSUMPTION	1,322	1,326	1,289	1,239	1,219	N.A.
COMPANY SHARES %						
1)S.T.A.	60.6	60.1	59.8	60.3	59.4	58.0
2)S.T.C.	27.4	27.7	27.0	25.9	26.2	26.7
3)PHILIP MORRIS	9.9	10.0	11.0	11.3	11.8	12.7
4)B.A.T./BROWN & WILLIAMSON	0.9	0.9	0.8	0.9	1.0	0.9
5)R.J. REYNOLDS	0.7	0.8	1.0	1.1	1.3	1.4
OTHERS	0.5	0.5	0.4	0.5	0.3	0.3

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)BLEND	S.T.A.	35.8	36.5	37.4	38.2	37.9
2)PRINCE	S.T.A.	26.6	26.9	26.1	25.0	25.3
3)MARLBORO	PHILIP MORRIS	6.6	7.1	8.3	8.8	9.5
4)RIGHT	S.T.A.	6.7	7.1	7.3	8.0	8.5
5)JOHN SILVER	S.T.A.	6.7	6.4	5.8	5.5	5.2
6)COMMERCE	S.T.A.	5.9	5.2	4.8	4.2	3.8
7)BOND	PHILIP MORRIS	2.1	1.9	1.8	1.7	1.7
8)GLENN	S.T.A.	2.6	2.3	2.2	2.0	1.8
9)CAMEL	R.J. REYNOLDS	0.5	0.6	0.8	0.9	1.1
10)HOBSON	S.T.A.	1.3	1.2	1.1	1.0	0.9

(SWEDEN)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	94.0	94.4	94.9	95.5	95.9	96.3
NON-FILTER	6.0	5.6	5.1	4.5	4.1	3.7
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	53.3	50.7	47.7	44.5	42.3	41.4
LIGHTS	32.6	34.7	36.9	38.3	38.5	38.5
SUPERLIGHTS	4.9	5.2	5.8	7.6	9.4	10.2
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8
PACK TYPE SEGMENTATION %						
BOX	55.3	58.2	61.4	63.7	65.0	66.2
SOFT	44.7	41.8	38.6	36.3	35.0	33.8
PACK COUNT SEGMENTATION %						
10'S PACK	1.3	1.0	1.4	1.5	1.5	1.5
20'S PACK	98.7	99.0	98.6	98.5	98.5	98.5
PRICE SEGMENTATION %						
ABOVE PREMIUM	0.1	0.1	0.1	0.1	0.1	0.1
PREMIUM	39.6	37.4	36.1	34.3	33.8	34.1
BELOW PREMIUM	60.4	62.5	63.9	65.6	66.1	65.9

2500058879

(SWEDEN)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
21 MG AND ABOVE	0.6	0.6	0.4	0.1	0.0	0.0
16-20 MG	19.4	17.9	16.2	14.7	13.8	13.0
11-15 MG	34.9	33.6	32.2	30.7	29.5	29.2
6-10 MG	38.6	41.1	43.3	44.8	44.9	44.8
1-5 MG	6.6	6.9	7.8	9.7	11.9	13.0
LENGTH SEGMENTATION %						
60-75 MM	11.2	10.1	9.2	8.4	7.7	6.9
76-82 MM	49.8	52.8	54.7	56.5	56.9	56.4
83-85 MM	38.1	36.0	33.9	32.7	32.3	32.1
86 AND ABOVE	0.9	1.0	2.2	2.4	3.1	4.6
MENTHOL SEGMENTATION %						
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8
NON-MENTHOL	90.8	90.6	90.4	90.4	90.3	90.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		N.A.	N.A.	N.A.	2	2
B) RADIO		N.A.	N.A.	N.A.	2	2
C) NEWSPAPERS		3	3	3	3	3
D) MAGAZINES		3	3	3	3	3
E) COUPONS		N.A.	3	3	2	2
F) POINT OF SALE		3	3	3	3	3
G) BILLBOARDS		2	2	3	2	2
H) CINEMA		2	2	3	2	2
I) SAMPLING		3	3	3	3	3

0888500052

(SWEDEN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES
NO	NO	NO	NO	NO
YES	YES	YES	YES	YES

SPECIFIC T&N NUMERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES
NO	NO	NO	NO	NO
YES	YES	YES	YES	YES

2500058881

EEMA 58

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.9	15.9	16.0	15.9	16.1	16.9
PER CAPITA CONSUMPTION	2,426	2,406	2,401	2,313	2,330	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS	38.0	38.4	39.7	41.7	42.9	45.4
2) B.A.T.	19.3	19.2	18.5	18.8	19.5	18.7
3) BURRUS	22.4	21.3	20.6	18.8	17.3	16.4
4) R.J. REYNOLDS	8.0	9.0	9.6	9.6	9.7	9.2
5) ROTHMANS	5.4	5.5	5.2	5.1	5.0	5.0
6) RINSOZ & ORMOND	5.3	4.9	4.7	4.4	4.1	3.7
7) REEMTSMA	1.6	1.5	1.5	1.4	1.4	1.5
OTHERS	0.2	0.2	0.2	0.2	0.1	0.1

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	17.8	18.5	19.9	21.4	22.3	24.1
2) MURATTI	PHILIP MORRIS	9.7	9.4	9.1	9.0	9.0	8.7
3) PARISIENNE	BURRUS	10.1	9.8	9.4	8.8	8.3	8.1
4) SELECT	BURRUS	11.0	10.5	10.1	8.9	8.0	7.5
5) CAMEL	R.J. REYNOLDS	6.6	7.3	7.7	7.6	7.6	7.3
6) MARYLONG	B.A.T.	8.0	7.8	7.4	7.5	7.7	7.1
7) BARCLAY	B.A.T.	4.7	4.8	4.7	4.8	5.3	5.2
8) BRUNETTE	PHILIP MORRIS	6.3	6.0	5.5	5.4	5.3	4.8
9) PHILIP MORRIS	PHILIP MORRIS	1.5	2.0	2.7	3.2	3.6	4.1
10) MAROCAINE	B.A.T.	3.4	3.3	3.1	3.1	3.3	3.0

2500058882

<u>(SWITZERLAND)</u>	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	97.0	97.2	97.3	97.5	97.7	97.7
NON-FILTER	3.0	2.8	2.7	2.5	2.3	9.3
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (11 MG AND ABOVE)	47.2	45.8	44.6	43.9	42.6	41.4
LIGHTS (6-10 MG)	30.0	30.7	31.2	31.1	31.5	32.5
EXTRA LIGHTS (0-5 MG)	22.8	23.4	24.2	25.0	25.9	26.1
PACK TYPE SEGMENTATION %						
BOX	44.8	47.2	50.2	53.0	55.4	58.8
SOFT	52.9	50.6	47.8	45.0	47.8	39.5
OTHERS	2.3	2.2	2.0	1.9	1.8	1.7
TOBACCO TYPE SEGMENTATION %						
AMERICAN	37.3	39.7	42.4	44.9	46.7	49.4
EUROPEAN	14.1	13.9	28.2	28.5	27.0	26.3
MARYLAND	39.7	38.2	21.6	19.2	19.5	18.1
BLACK	5.8	5.4	5.0	4.6	4.2	3.6
VIRGINIA	2.9	2.8	2.7	2.6	2.5	2.5
OTHERS	0.2	0.0	0.1	0.2	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	3	3	*3
D) MAGAZINES		1	1	3	3	*3
E) COUPONS		2	2	2	2	1
F) POINT OF SALES		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	**3
H) CINEMA		3	3	3	3	***3
I) SAMPLING		3	3	3	3	****3

*By industry agreement and by law (press aimed at youth).

**By industry agreement and by law (public land).

***By industry agreement and by law (public land).

****By industry agreement and by law (samples to minors).

8888500052

EEMA 60

(SWITZERLAND)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES
NO
NO

YES
NO
NO

YES
NO
NO

YES
NO
NO

YES
NO
NO

YES
NO
NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES
NO
NO

YES
NO
NO

YES
NO
NO

YES
NO
NO

YES
NO
NO

YES
NO
NO

2500058884

EEMA 61

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	7.4	7.4	7.6	8.3	8.7	9.2
PER CAPITA CONSUMPTION	1,012	949	957	1,019	1,035	N.A.

COMPANY SHARES %

1) MONOPOLY (R.N.T.A.)	96.7	96.8	96.8	96.3	96.7	96.8
2) PHILIP MORRIS	0.5	1.1	1.3	1.5	1.5	1.5
3) SEITA	1.0	1.5	1.5	1.5	1.3	1.3
4) R.J. REYNOLDS	0.1	0.3	0.2	0.3	0.2	0.2
OTHERS	1.7	0.3	0.2	0.4	0.3	0.2

COMPANY SHARES - INTERNATIONAL SEGMENT %

1) PHILIP MORRIS	31.5	37.8	43.3	44.9	48.4	46.1
2) SEITA	58.8	50.5	48.2	44.5	42.0	42.3
3) R.J. REYNOLDS	6.4	9.3	6.9	7.7	7.2	7.1
4) ROTHMANS	0.6	1.2	0.1	1.3	1.7	2.4
5) B.A.T./BROWN & WILLIAMSON	0.4	0.5	0.8	1.2	0.6	1.8
OTHERS	0.3	0.7	0.7	0.4	0.1	0.3

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	24.9	32.3	39.7	40.8	44.1	40.9
2) ROYALE	SEITA	54.4	48.8	44.0	41.6	40.0	40.3
3) CAMEL	R.J. REYNOLDS	3.9	4.1	3.5	4.4	4.6	4.5
4) LARK	PHILIP MORRIS	6.1	5.1	3.2	3.6	3.7	4.1
5) GAULOISES	SEITA	2.6	1.4	2.4	2.3	1.3	1.2
6) MERIT	PHILIP MORRIS	0.5	0.4	0.3	0.5	0.5	1.1
7) BENSON & HEDGES	B.A.T.	0.2	0.1	0.3	0.8	0.5	1.1
8) WINSTON	R.J. REYNOLDS	0.6	3.8	1.9	1.9	1.3	1.1
9) MORE	R.J. REYNOLDS	1.2	1.3	1.2	1.1	1.2	1.0
10) PETER STUYVESANT	ROTHMANS	--	0.4	--	0.5	0.6	0.9

588850005Z

EEMA 62

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TUNISIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	3
H) CINEMA		3	3	3	3	3
I) SAMPLING		3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
		NO	NO	NO	NO	*YES
B) CARTONS						
		NO	NO	NO	NO	NO
C) ADVERTISING						
		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
		NO	NO	NO	NO	NO
B) CARTONS						
		NO	NO	NO	NO	NO
C) ADVERTISING						
		NO	NO	NO	NO	NO

*Health warning required on local brands only, no on imports.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	71.8	68.8	74.5	76.7	76.6	78.9
PER CAPITA CONSUMPTION	1,400	1,320	1,420	1,367	1,318	N.A.

COMPANY SHARES %

1) TEKEL	85.0	85.7	84.0	79.4	84.4	86.6
2) PHILIP MORRIS	13.3	12.3	13.7	17.7	13.2	11.2
3) R.J. REYNOLDS	0.8	1.1	1.2	1.5	1.1	0.8
4) ROTHMANS	0.2	0.2	0.2	0.4	0.7	0.8
5) RINSOZ & ORMOND	0.4	0.5	0.5	0.5	0.3	0.2
6) B.A.T.	0.3	0.3	0.4	0.5	0.3	0.2
OTHERS	---	---	--	---	0.1	0.2

BRAND FAMILY SHARES %

BRAND NAME

1)MALTEPE	54.1	56.2	53.1	46.8	46.7	41.8
2)TEKEL 2000	---	---	2.1	5.8	10.4	18.4
3)SAMSUN	18.3	19.3	19.5	19.4	19.5	17.6
4)MARLBORO	12.3	10.1	10.8	14.6	11.2	9.4
5)BIRINCI	6.5	5.4	5.0	4.1	4.6	5.5
6)PARLIAMENT	1.1	2.2	2.8	3.1	2.1	1.8
7)BAFRA	2.1	2.0	1.5	1.1	1.1	1.4
8)CAMEL	0.5	0.8	1.0	1.3	0.9	0.7
9)YENI YARMAN	---	---	---	---	0.1	0.6
10)BITLIS	1.6	1.3	1.2	0.9	0.7	0.5

MARKET SEGMENTATION %

FILTER	91.8	93.1	93.6	94.9	94.3	93.4
NON-FILTER	8.2	6.9	6.4	5.1	5.7	6.6

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	88.6	85.8	86.0	86.7	87.5	88.7
2) R.J. REYNOLDS	5.2	7.5	7.3	7.2	7.0	6.2
3) ROTHMANS	1.2	1.4	1.1	1.0	1.2	1.9
4) B.A.T.	1.8	1.8	2.3	2.3	2.0	1.8
5) RINSOZ & ORMOND	2.9	3.3	3.0	2.2	1.9	1.2
OTHERS	--	0.1	0.4	0.6	0.3	0.3

BRAND FAMILY SHARES OF IMPORTED SEGMENT %

1) MARLBORO	81.6	70.6	68.2	71.7	73.8	74.7
2) PARLIAMENT	7.0	15.2	17.8	15.0	13.7	14.0
3) CAMEL	3.1	5.8	6.1	6.4	6.1	5.2
4) PETER STUYVESANT	--	--	--	--	0.4	1.1
5) SALEM	0.8	0.7	0.8	0.8	0.9	0.9
6) SAMSUN	2.5	3.2	2.9	2.1	1.4	0.9
7) BARCLAY	--	0.1	0.7	0.8	0.8	0.8
8) HB	0.4	0.5	0.7	0.7	0.6	0.5
9) KENT	0.9	0.8	0.7	0.7	0.5	0.3
10) ROTHMANS	0.8	0.8	0.6	0.6	0.4	0.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	91.4	88.8	88.0	87.5	86.3	84.9
2) ROTHMANS	1.3	1.5	1.8	2.3	4.5	7.2
3) R.J. REYNOLDS	5.4	7.7	7.4	7.3	6.9	5.9
4) B.A.T.	1.9	1.9	2.4	2.3	2.0	1.7
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %						
1) MARLBORO	84.2	73.0	69.8	72.4	72.7	71.5
2) PARLIAMENT	7.2	15.7	18.3	15.2	13.5	13.4
3) CAMEL	3.2	6.0	6.3	6.5	6.0	5.0
4) KANSAS	--	--	--	--	0.2	3.4
5) BEST INTERNATIONAL	--	--	0.7	1.3	3.1	2.1
6) PETER STUYVESANT	--	--	--	--	0.4	1.0
7) SALEM	0.8	0.8	0.8	0.8	0.8	0.9
8) BARCLAY	--	0.1	0.8	0.8	0.8	0.8
9) HB	0.5	0.6	0.7	0.7	0.6	0.5
10) KENT	0.9	0.8	0.7	0.7	0.5	0.3

6888500052

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		*1	*1	1	1	*1
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		1	1	1	1	1
H) CINEMA		1	1	1	1	1
I) SAMPLING		1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Contests, promotions but no price discount.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.2	2.3	2.6	2.9	2.8	2.8
PER CAPITA CONSUMPTION	1,560	1,600	1,721	1,710	1,555	N.A.
COMPANY SHARES %						
1)PHILIP MORRIS	19.2	19.3	19.4	22.0	26.1	26.9
2)B.A.T.	34.9	29.5	29.4	29.2	27.4	26.9
3)R.J. REYNOLDS	4.8	14.3	20.0	22.1	20.4	20.3
4)ROTHMANS	30.4	26.7	20.3	16.7	16.2	15.5
5)BROWN & WILLIAMSON	3.9	4.7	4.9	4.1	3.7	3.1
6)GALLAHER	3.0	2.3	1.9	1.7	1.7	1.8
OTHERS	3.8	3.2	4.1	4.2	4.5	5.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	18.3	18.3	17.7	18.1	21.2	22.0
2)DORCHESTER	R.J. REYNOLDS	0.3	4.3	8.2	11.4	13.4	14.7
3)WILLS GOLD FLAKE	B.A.T.	---	2.0	9.9	12.6	11.4	11.4
4)ROTHMANS	ROTHMANS	17.8	14.8	11.1	8.9	8.4	7.9
5)DUNHILL	ROTHMANS	9.0	8.3	6.7	5.4	5.6	5.6
6)PLAYERS GOLD LEAF	B.A.T.	12.0	9.3	6.3	5.2	5.4	4.7
7)L&M	PHILIP MORRIS	0.1	0.2	1.0	3.3	4.2	3.9
8)CAPSTAN	B.A.T.	4.4	5.0	4.2	3.9	3.3	3.5
9)BENSON & HEDGES	B.A.T.	5.6	4.4	3.6	3.5	3.3	3.3
10)STATE EXPRESS 555	B.A.T.	6.1	4.7	3.6	3.1	3.2	3.1

168850005Z

EEMA 68

PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.8	81.9	80.1	79.4	79.2	76.8
LIGHTS (6-10 MG)	12.4	15.9	17.8	18.6	18.8	21.2
SUPERLIGHTS (0-6 MG)	1.8	2.2	2.1	2.0	2.0	2.1
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	69.4	63.6	62.1	61.8	62.0	60.6
AMERICAN	27.8	34.2	36.5	37.8	37.6	39.3
OTHERS	2.8	2.2	1.4	0.4	0.4	0.1

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	N.A.
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	1	1	1
I) SAMPLING	1	1	1	*1	*1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*For major events, municipality approval is required.

Z69890005Z

EEMA 69

JAPAN

2500058893

III. JAPAN

2500058894

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	307.6	306.7	312.8	320.3	326.0	329.0
OF WHICH LOCAL MANUFACTURE:	281.7	271.2	268.4	270.1	272.5	273.1
IMPORTED TOTAL	25.9	35.5	44.4	50.3	53.5	55.9
IMPORT SEGMENT SHARE %	8.4	11.6	14.2	15.7	16.4	17.0
INTERNATIONAL TOTAL	27.4	37.7	46.7	53.6	57.5	60.7
INTERNATIONAL SEGMENT SHARE %	8.9	12.3	14.9	16.7	17.6	18.4
POPULATION TOTAL (MILLIONS)	122.3	122.8	123.3	123.6	124.0	124.4
PER CAPITA CONSUMPTION	2,515	2,498	2,537	2,591	2,629	2,645
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.7	36.3	36.1	36.7	36.9	36.1
% OF FEMALE POPULATION	13.4	13.1	12.7	14.3	14.2	13.3
% OF MALE POPULATION	61.6	61.2	61.1	60.5	61.2	60.4
COMPANY SHARES						
1) JAPAN TOBACCO	91.1	87.7	85.1	83.3	82.4	81.6
2) PHILIP MORRIS (INCL. MARLBORO)	5.7	7.5	9.1	10.7	11.3	11.7
3) B.A.T.	2.0	2.8	3.2	3.3	3.7	3.9
4) R.J. REYNOLDS	0.8	1.3	1.8	1.9	2.0	2.0
5) ROTHMANS	0.1	0.2	0.3	0.3	0.4	0.4
6) AMERICAN TOBACCO	0.2	0.3	0.4	0.2	0.2	0.2
OTHERS	0.1	0.2	0.1	0.3	0.0	0.1

568850005Z

(JAPAN)	1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %						
TRADEMARK						
BRAND NAME						
OWNERSHIP						
MANUFACTURER						
1) MILD SEVEN	JT	43.2	41.1	40.6	39.5	38.8
2) CASTER	JT	7.7	8.0	8.6	8.7	9.8
3) SEVEN STARS	JT	10.6	9.5	9.0	9.6	9.9
4) CABIN	JT	6.9	6.2	6.7	6.7	6.9
5) LARK	PMI	3.1	3.8	4.4	5.1	5.1
6) HILITE	JT	5.0	5.9	5.0	4.4	3.9
7) PEACE	JT	3.9	3.6	3.4	3.3	3.1
8) HOPE	JT	3.4	3.1	3.0	2.8	2.6
9) KENT	BAT	1.4	1.6	1.8	2.0	2.2
10) PARLIAMENT	PMI	0.7	0.9	1.1	1.4	1.7
11) PHILIP MORRIS	PMI	1.3	1.3	1.2	1.3	1.4
12) MARLBORO	PMI	1.5	0.7	0.7	1.0	1.2
13) ECHO	JT	2.7	2.4	2.0	1.8	1.5
TOTAL TOP THIRTEEN		90.4	88.0	87.5	87.6	88.1
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)		96.9	96.6	96.3	96.1	95.8
FILTER MENTHOL		2.1	2.5	2.9	3.2	3.5
NON-FILTER		1.0	0.9	0.8	0.7	0.6
CHARCOAL FILTER		78.2	80.4	81.4	83.1	84.0
PRICE SEGMENTATION %						
PREMIUM (Y280 & over)		1.4	1.6	1.7	2.0	2.3
HIGH (Y221-279)		17.1	17.1	19.6	22.3	26.1
MEDIUM (Y220)		71.5	69.6	68.5	67.2	64.6
LOW (BELOW 220)		10.1	11.7	10.1	8.6	7.0
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (BELOW 6.1)		0.5	1.8	5.0	10.7	14.9
LOW (6.1-11)		35.1	36.0	35.9	37.0	37.3
MEDIUM (11.1 - 16)		49.8	49.4	47.3	33.5	36.2
HIGH/FULL FLAVOR (16.1 & OVER)		14.6	12.8	11.7	18.8	11.6

(JAPAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.5	6.7	6.0	5.5	5.0	4.7
80 MM to 85 MM	90.4	90.8	90.9	91.1	90.7	90.4
100MM (90/95/100/120)	2.2	2.5	3.0	3.5	4.3	4.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	3.8	3.5	3.3	3.1	2.9	2.9
20 CIGTS/PACK (20'S)	95.7	96.1	96.3	96.6	96.8	96.8
OVER 30 CIGTS/PACK (50'S)	0.4	0.4	0.4	0.4	0.3	0.3
PACK TYPE SEGMENTATION %						
SOFT PACK	94.6	94.0	86.3	78.9	72.6	69.0
FLIP TOP BOX	1.4	2.3	10.3	17.9	24.5	28.0
PRINCESS PACK	0.04	0.04	0.1	0.1	0.1	0.4
OTHERS	3.9	3.6	3.4	3.1	2.9	2.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- 1)YES
- 2)BANNED
- 3)RESTRICTED

A)TELEVISION	3 (time and GRP limits)
B)RADIO	3 (GRP limits)
C)NEWSPAPERS	1 (maximum at 1/3 Page)
D)MAGAZINES	1 (not for female magazines)
E)COUPONS	2
F)POINT OF SALE	1
G)BILLBOARDS	1
H)CINEMA	1
I)SAMPLING	1

L68890009Z

(JAPAN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO

2500058898

(JAPAN)	1987	1988	1989	1990	1991	1992
<u>IMPORTED BRANDS SHARE OF IMPORT SEGMENT</u>						
<u>MANUFACTURERS</u>						
PHILIP MORRIS	62.0	58.5	59.0	61.9	61.3	60.6
B.A.T.	23.9	24.4	22.5	21.3	22.6	23.0
R.J. REYNOLDS	9.1	11.6	12.8	12.2	12.0	11.9
OTHER	5.0	5.5	5.6	4.6	4.1	4.4
<u>BRANDS</u>						
LARK	36.9	33.1	31.2	32.3	31.4	29.8
KENT	16.9	14.2	13.0	12.6	13.6	13.8
PARLIAMENT	7.9	7.5	7.9	9.2	10.2	11.1
P.M.	14.9	11.6	8.8	8.2	8.5	8.3
LUCKY STRIKE	5.1	5.2	6.1	6.1	6.5	6.6
SALEM	4.3	4.7	4.9	4.9	5.5	6.1
MERIT	-	-	4.7	5.4	5.3	5.7
VIRGINIA SLIMS	2.1	2.0	2.6	3.3	4.1	4.7
CAMEL	1.4	1.5	2.0	2.0	2.2	2.3
VANTAGE	-	-	2.8	2.8	2.3	1.8
DUNHILL	0.5	0.3	0.3	0.3	0.5	1.1
L&M	-	4.2	3.7	3.3	1.8	0.9
OTHERS	10.5	16.0	12.4	9.7	8.8	8.8

2500058899

(JAPAN)

1987

1988

1989

1990

1991

1992

INTERNATIONAL BRANDS SHARE OF INT'L SEGMENT
MANUFACTURERS

PHILIP MORRIS	64.0	61.0	61.0	64.2	64.0	63.7
B.A.T.	22.6	22.9	21.4	20.0	21.0	21.2
R.J. REYNOLDS	8.6	10.9	12.2	11.4	11.2	11.0
OTHER	4.8	5.2	5.4	4.6	3.8	4.1

BRANDS

LARK	34.9	31.1	29.6	30.3	29.2	27.5
KENT	16.0	13.3	12.3	11.9	12.6	12.7
PARLIAMENT	7.4	7.1	7.5	8.7	9.5	10.3
MARLBORO	5.4	6.0	5.0	6.2	7.0	7.9
P.M.	14.1	10.9	8.4	7.7	7.9	7.6
LUCKY STRIKE	4.9	4.9	5.8	5.7	6.1	6.1
SALEM	4.1	4.4	4.6	4.6	5.1	5.7
MERIT	-	-	4.5	5.0	4.9	5.3
VIRGINIA SLIMS	1.9	1.9	2.4	3.1	3.8	4.3
VANTAGE	-	-	2.6	2.7	2.1	2.1
CAMEL	1.3	1.4	1.9	1.9	2.0	1.6
OTHERS	9.9	19.0	15.3	12.2	9.8	8.9

006890005Z

ASIA/
PACIFIC

2500058901

IV. ASIA/PACIFIC

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

Z06850005Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.6	34.5	33.7	34.6	34.2	33.2
OF WHICH LOCAL MANUFACTURE:	33.1	34.0	33.2	34.1	34.1	33.1
OTHERS	0.5	0.5	0.5	0.5	0.1	0.1
POPULATION TOTAL (MILLIONS)	16.0	16.5	16.8	17.0	17.4	17.5
PER CAPITA CONSUMPTION	2,110	2,091	2,007	2,035	1,967	1,894
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	28.9	28.0	27.8	26.9	26.0	25.3
% OF FEMALE POPULATION	27.8	27.1	26.8	26.0	25.5	24.1
% OF MALE POPULATION	30.0	29.0	28.8	27.8	26.6	26.5
COMPANY SHARES % *						
1) PHILIP MORRIS LIMITED	32.4	32.6	33.1	36.7	36.8	35.9
2) ROTHMANS	36.9	35.7	35.6	34.9	36.2	32.1
3) AMATIL (B.A.T.)	29.7	30.8	30.6	27.7	26.6	32.0
4) R.J. REYNOLDS	1.0	0.9	0.7	0.6	0.3	0.0

*SOURCE: Nielsen Retail Index

806890009Z

ASIA 1

PHILIP MORRIS INTERNATIONAL FACT BOOK

AUSTRALIA

		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES % *							
BRAND NAME	MANUFACTURER						
1) WINFIELD	ROTHMANS	23.2	22.4	21.7	20.5	18.0	15.8
2) LONGBEACH	P.M.L.	---	---	---	8.9	13.2	15.2
3) PETER JACKSON	P.M.L.	18.3	18.3	18.0	16.1	14.3	13.6
4) HORIZON	B.A.T.	---	---	---	---	6.4	11.2
5) BENSON & HEDGES	B.A.T.	11.8	12.6	12.3	11.4	10.3	8.5
6) HOLIDAY	ROTHMANS	---	---	---	---	6.4	7.1
7) STRADBROKE	B.A.T.	---	3.2	7.4	7.5	6.6	5.3
8) DUNHILL	ROTHMANS	3.8	3.9	3.9	3.8	3.6	3.4
9) ALPINE	P.M.L.	4.6	4.6	4.4	3.8	3.5	3.3
10) ESCORT	B.A.T.	4.2	3.8	3.2	3.0	2.3	2.7
11) SPECIAL MILD	ROTHMANS	1.5	2.9	4.0	3.9	3.0	1.6
12) MARLBORO	P.M.L.	3.3	2.8	2.4	2.1	1.9	1.6
13) WILLS	B.A.T.	3.4	2.8	2.2	1.8	1.4	1.0
14) RANSOM	ROTHMANS	1.8	1.3	0.8	0.6	0.5	1.0
15) PETER STUYVESANT	ROTHMANS	2.3	1.8	1.6	1.4	1.2	0.9
16) FORTUNE	P.M.L.	---	1.5	2.9	2.2	1.4	0.7
17) SUPERLIGHTS	P.M.L.	2.0	2.4	2.1	1.5	1.0	0.6
18) CRAVEN A	B.A.T.	1.5	1.3	0.9	0.8	0.7	0.6
19) BRANDON	ROTHMANS	---	---	---	1.8	1.3	0.4
20) JOHN PLAYER/PLAYERS	B.A.T.	1.5	1.1	0.9	0.6	0.7	0.4
21) CAMBRIDGE	ROTHMANS	1.8	1.3	1.0	0.8	0.6	0.4
22) COMMODORE	B.A.T.	2.1	1.4	1.0	0.6	0.4	0.2
23) OTHER		12.9	10.6	9.3	6.9	5.0	4.5
MARKET SEGMENTATION %							
FILTER (NON MENTHOL)		85.7	87.5	88.2	88.8	89.6	90.0
FILTER MENTHOL		13.5	11.7	11.5	11.0	10.4	10.0
NON-FILTER		0.8	0.5	0.3	0.2	---	---
PRICE SEGMENTATION %							
HIGH/PREMIUM (20's/25's)		62.8	59.7	55.1	50.4	45.2	40.2
MEDIUM (30's)		34.5	32.5	28.0	24.0	19.8	15.6
LOW (35's/40's, 50's)		2.7	7.8	16.9	25.6	35.1	44.2
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN		10.0	9.3	7.2	7.0	5.7	4.3
VIRGINIA		90.0	90.7	92.8	93.0	94.3	95.7

*SOURCE: Nielsen Retail Index

2500058904

ASIA 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

AUSTRALIA

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	---	---	0.3	---	---
71 MM TO 79 MM	2.8	4.1	1.8	1.7	1.1	0.7
80 MM TO 85 MM	96.1	95.5	98.1	97.8	98.9	99.3
86 MM TO 94 MM	0.8	0.4	0.1	0.2	---	---
OVER 100 MM	0.1	---	---	---	---	---
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	1.5	0.9	0.1	0.0	0.0	0.0
20 CIGTS/PACK	13.0	10.9	9.0	7.4	6.2	4.8
25 CIGTS/PACK	48.3	47.9	46.0	43.0	38.9	35.4
30 CIGTS/PACK	34.5	32.5	28.0	24.0	19.8	15.6
35 CIGTS/PACK	2.7	7.7	14.9	14.1	11.6	8.3
40 CIGTS/PACK	---	0.1	2.0	11.0	14.4	17.7
50 CIGTS/PACK	---	---	---	0.5	9.1	18.2
PACK TYPE SEGMENTATION %						
SOFT PACK	1.0	0.6	0.6	0.4	0.6	0.5
FLIP TOP BOX	98.2	99.0	99.0	99.4	99.4	99.5
PRINCESS PACK	0.8	0.4	0.4	0.2	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	2	2
D) MAGAZINES	3	3	3	2	2	2
E) COUPONS	3	3	3	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	2	2	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: Nielsen Retail Index

506850005Z

ASIA 3

PHILIP MORRIS INTERNATIONAL FACT BOOK

AUSTRALIA

1987 1988 1989 1990 1991 1992

HEALTH WARNIG & T&N LISTINGS

ANSWER EITHER: YES OR NO

A) PACKS

B) CARTONS

C) ADVERTISING

YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

B) CARTONS

C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS

B) CARTONS

C) ADVERTISING

YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)

PIPE TOBACCO (THOUSAND KILOS)

ROLL YOUR OWN (THOUSAND KILOS)

68.8	62.2	57.3	57.2	55.8	52.8
205.0	---	---	---	---	---
1200.0	---	---	---	---	---

9068500052

ASIA 4

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,337.3	1,372.5	1,583.7	1,698.0	1,519.0	1,610.0
OF WHICH LOCAL MANUFACTURE:	1,320.0	1,353.4	1,575.1	1,690.3	1,509.0	1,597.0
IMPORTED FROM 1) HONG KONG	10.4	10.5	4.1	4.1	4.8	6.0
2) U.K. VIA HONG KONG	1.6	1.6	0.9	0.8	1.2	1.9
3) U.S. VIA HONG KONG	4.7	6.1	3.0	2.3	3.6	4.7
4) OTHERS VIA HONG KONG	0.6	1.0	0.6	0.5	0.4	0.4
POPULATION TOTAL (MILLIONS)	1,073.0	1,084.0	1,097.0	1,110.0	1,160.0	1,180.0
PER CAPITA CONSUMPTION	1,246.4	1,266.2	1,443.7	1,529.7	1,309.0	1,377.0
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.6	34.7	34.7	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.1	7.1	7.1	7.1
% OF MALE POPULATION	61.1	61.2	61.3	61.4	61.5	61.5
COMPANY SHARES %						
1) CHINA NATIONAL TOB. CORP. (LOCAL MANUFACTURER)	98.7	98.6	99.5	99.5	99.4	99.2
2) OTHERS	1.3	1.4	0.5	0.5	0.6	0.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT %						
1) NANYANG	20.8	20.2	18.3	41.7	39.5	38.0
2) B.A.T.	35.3	33.3	34.7	25.4	27.4	27.3
3) PHILIP MORRIS	19.2	24.1	29.0	20.3	23.9	26.5
4) R.J. REYNOLDS	2.0	1.7	1.9	4.2	3.2	4.4
5) ROTHMANS	1.2	1.2	0.4	1.7	1.1	1.4
6) H.K.T.C.	19.2	17.5	13.9	4.8	3.3	1.3
7) GALLAHER	0.7	0.4	0.1	0.0	0.0	0.0
OTHERS	1.6	1.8	1.8	1.9	1.6	1.1

(CHINA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) LOCAL BRANDS	CHINA NAT. TOB. CORP.		98.7	98.6	99.5	99.5	99.4	99.2
<u>IMPORTED BRAND FAMILY SHARES %</u>								
1) DBLE HAPPINESS	NANYANG	NANYANG	20.8	20.2	18.3	41.7	34.5	38.0
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	16.9	19.7	22.1	19.7	23.3	26.1
3) STATE EXPRESS	B&W	B&W	7.5	6.9	10.3	10.4	11.9	14.0
4) KENT	B&W	B&W	7.9	9.2	9.1	7.6	7.2	6.2
5) RUBY QUEEN	B.A.T.	B.A.T.	---	---	---	0.6	3.0	4.1
6) HILTON	B.A.T.	B.A.T.	18.3	15.9	14.1	4.4	3.3	1.7
7) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.5	1.3	1.2	0.8	0.7	1.3
8) VICEROY	B&W	B&W	0.7	0.7	0.9	0.6	0.6	0.9
9) GOOD COMPANION	H.K.T.C.	H.K.T.C.	19.2	17.5	13.9	4.8	2.8	0.8
10) AM. CLB.NO. 1	B.A.T.	B.A.T.	0.6	0.5	0.2	1.6	1.1	0.3
11) MONTEREY	PHILIP MORRIS	PHILIP MORRIS	2.1	3.4	6.1	0.1	0.0	0.0
OTHERS			4.5	4.9	3.9	7.7	6.6	6.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			34.8	37.6	41.5	42.0	50.0	65.8
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			65.1	62.3	58.4	57.9	49.9	34.1
PRICE SEGMENTATION %								
PREMIUM			0.4	0.4	0.2	0.2	0.2	0.2
HIGH			0.7	0.7	0.2	0.1	0.1	0.1
MEDIUM			19.3	19.4	19.7	20.0	21.3	24.0
LOW			52.0	52.1	52.4	52.3	51.1	49.7
ECONOMY			27.6	27.4	27.4	27.4	27.3	26.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %								
VIRGINIA			96.3	94.6	93.7	92.8	93.5	90.0

(CHINA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.5	47.4	47.3	47.1	45.8	43.5
71 MM TO 79 MM	35.9	35.7	35.6	35.5	35.4	35.4
80 MM TO 85 MM	16.4	16.7	16.9	17.2	18.6	20.9
100MM AND ABOVE	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.0	9.0	8.8	8.5	8.0	7.8
20 CIGTS/PACK	91.0	91.0	91.2	91.5	92.0	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0	93.0	93.0	93.0	92.8	92.5
FLIP TOP BOX	7.0	7.0	7.0	7.0	7.2	7.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	*	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Depends on types of media & location

ASIA 7

606890009Z

(CHINA)

1987 1988 1989 1990 1991 1992

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	NO	*

RETAIL PRICE (US\$/PACK)

TOTAL MARKET	0.75	0.94	0.78**	0.78	0.80	0.74
LOCAL BRANDS	0.66	0.81	0.64**	0.64	0.66	0.61
IMPORTED BRANDS	0.84	1.07	0.92**	0.92	0.93	0.86
LEADING LOCAL BRANDS	0.91	1.12	0.88**	0.88	0.90	0.84
LEADING IMPORTED BRANDS	1.10	1.30	1.15**	1.15	1.17	1.09

*Depends on types of media & location.

**Price drop due to RMB devaluation.

2500058910

ASIA 8

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FIJI

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	.500	.560	.500	.530	.500	.500
COMPANY SHARES %						
1) B.A.T.	55.0	56.0	54.0	52.2	53.0	53.0
2) CARRERAS ROTHMANS	44.8	43.8	45.3	47.0	46.2	46.2
3) PHILIP MORRIS	0.2	0.2	0.7	0.8	0.8	0.8
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) B&H K.S.	B.A.T.	B.A.T.	46.0	44.0	41.0	40.0
2) ROTHMANS PALL MALL	ROTHMANS	ROTHMANS	30.0	32.0	28.0	30.0
3) ROTHMANS K.S.	ROTHMANS	ROTHMANS	11.0	10.0	10.0	10.0
4) OTHERS			13.0	14.0	21.0	20.0
MARKET SEGMENTATION %						
FILTER MENTHOL	99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0	1.0
PRICE SEGMENTATION %						
POPULAR	60.0	65.0	70.0	70.0	70.0	70.0
PREMIUM	40.0	35.0	30.0	30.0	30.0	30.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	75.0	70.0	70.0	70.0	70.0	70.0
10 CIGTS/PACK	25.0	30.0	30.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) CINEMA	2	2	2	2	2	2

ASIA 9

1168500092

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUAM

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	585.0	689.0	711.0	744.0	780.0	785.0
POPULATION TOTAL (MILLIONS)	0.270	0.280	0.285	0.317	0.325	0.352
BRAND FAMILY SHARES %						
1) BENSON & HEDGES	31.2	33.5	33.4	32.7	33.1	32.5
2) MARLBORO	15.0	16.7	17.4	19.5	21.3	23.6
3) VIRGINIA SLIMS	8.6	8.7	8.5	8.8	8.9	9.2
4) LARK	1.7	2.0	1.9	2.0	1.9	1.7
OTHERS	43.5	39.1	38.8	37.0	35.0	33.0
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	35.0	35.0	35.0	35.0	35.0	36.0
FILTER MENTHOL	65.0	65.0	65.0	65.0	65.0	64.0

2500058912

ASIA 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HONG KONG DOMESTIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.22	6.87	7.15	6.99	5.10	4.98
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	3.35	3.01	2.94	3.10	2.09	1.94
IMPORTED FROM 1) UNITED STATES	3.70	3.65	4.01	3.67	2.84	2.87
2) UNITED KINGDOM	0.13	0.14	0.14	0.15	0.12	0.11
3) PEOPLES REPUBLIC OF CHINA	---	0.02	0.03	0.03	0.02	0.02
4) OTHERS	0.04	0.05	0.03	0.04	0.03	0.04
POPULATION TOTAL (MILLIONS)	5.61	5.70	5.75	5.80	5.90	5.90
PER CAPITA CONSUMPTION	1,287	1,205	1,243	1,205	864	844
SMOKER INCIDENCE						
% OF TOTAL POPULATION	16.0	16.8	19.7	18.5	16.5	17.8
% OF FEMALE POPULATION	3.0	2.9	4.7	3.8	4.3	4.3
% OF MALE POPULATION	29.0	30.0	32.4	32.8	28.3	30.9
COMPANY SHARES %						
1) PHILIP MORRIS (PM)	36.0	36.8	37.6	39.0	43.0	45.6
2) B.A.T. (INCL. B&W)	35.5	35.4	34.5	33.1	30.4	27.5
3) R.J. REYNOLDS (RJR)	13.5	14.4	15.7	16.4	17.1	18.5
4) HONG KONG TOBACCO CO. (HKTC)	8.1	6.8	6.1	5.4	4.4	3.2
5) NANYANG BROTHERS (NB)	4.8	4.2	3.9	3.7	2.6	2.6
OTHERS	2.1	2.4	2.2	2.4	2.5	2.6

2500058913

ASIA 11

(HONG KONG DOMESTIC)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	35.0	35.6	36.8	38.2	42.3	44.9
2) KENT	B&W	B&W	9.8	11.7	11.8	11.5	10.3	9.9
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	2.1	3.4	5.3	6.7	7.8	9.5
4) HILTON	B.A.T.	B.A.T.	6.9	6.7	6.9	7.3	7.8	7.1
5) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	9.1	8.4	7.7	6.6	6.5	6.3
6) VICEROY	B&W	B&W	9.7	8.5	8.0	7.4	6.9	6.0
7) GOOD COMPANION	H.K.T.C.	H.K.T.C.	6.8	5.9	5.3	4.7	3.9	2.8
8) CAPSTAN	B.A.T.	B.A.T.	3.8	3.5	3.1	2.8	2.3	2.0
9) DOUBLE HAPPINESS	NB	NB	4.5	3.7	3.3	3.2	2.1	2.0
10) MARVELS	B.A.T.	B.A.T.	1.8	1.7	1.5	1.5	1.0	0.9
11) STATE EXP.555	B.A.T.	B.A.T.	1.7	1.7	1.8	1.4	0.8	0.7
OTHERS			8.8	9.2	8.5	8.7	8.3	7.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	93.5	91.7	90.3	88.9	87.9	86.0
FILTER MENTHOL	3.7	5.8	7.8	9.4	10.7	12.9
NON-FILTER	2.8	2.5	1.9	1.7	1.4	1.1

PRICE SEGMENTATION %

PREMIUM	51.1	56.1	59.3	63.9	67.3	71.0
HIGH	20.9	19.2	17.9	14.3	13.8	12.6
MEDIUM	3.1	1.4	1.4	1.0	0.6	0.5
LOW	24.9	23.2	21.4	20.9	18.3	15.9

TAR & NICOTINE SEGMENTATION %

LTN	8.0	3.2	11.5	14.8	17.5	20.6
HIGH/FULL FLAVOR	82.2	79.2	75.9	72.9	71.6	68.8
MILD	9.8	17.6	12.6	12.3	10.9	10.6

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	87.2	87.9	88.8	89.6	91.6	92.3
VIRGINIA	12.8	12.1	11.2	10.4	8.4	7.7

ASIA 12

2500058914

(HONG KONG DOMESTIC)

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.7	2.5	1.9	1.7	1.4	1.1
80 MM to 85 MM	88.0	88.3	89.6	90.1	89.8	90.6
86 MM TO 94 MM	0.3	0.3	0.2	0.2	0.3	0.4
100MM	8.6	8.5	7.9	7.6	8.2	7.5
OVER 100 MM	0.4	0.4	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.4	0.3	0.2	0.2	1.2	1.5
20 CIGTS/PACK	99.5	99.6	99.8	99.8	98.8	98.5
25 CIGTS/PACK	0.1	0.1	---	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	92.1	87.9	80.8	74.0	65.1	55.8
FLIP TOP BOX	7.1	11.4	18.7	25.5	34.4	43.7
SLIDE AND SHELL	0.4	0.4	0.2	0.3	0.3	0.3
PRINCESS PACK	0.4	0.3	0.2	0.2	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION*	1	1	1	2	2	2
B) RADIO	1	1	1	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	2
I) SAMPLING	1	1	1	1	1	1

*No cigarette advertising between 4:30pm - 6:30pm.

2500058915

ASIA 13

(HONG KONG DOMESTIC)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

YES

YES

YES

YES

YES

YES

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

YES

YES

YES

YES

YES

YES

C) ADVERTISING

YES

YES

YES

YES

YES

YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (THOUSAND KILOS)

19.6

N.A.

N.A.

N.A.

N.A.

N.A.

ROLL YOUR OWN (THOUSAND KILOS)

93.1

N.A.

N.A.

N.A.

N.A.

N.A.

2500058916

ASIA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	75,756	81,048	84,300	84,400	83,630	78,400
LOCAL MANUFACTURE:	75,756	81,048	84,300	84,400	83,630	78,400
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	775	797	815	827	844	860
PER CAPITA CONSUMPTION	98	102	103	102	99	91
SMOKER INCIDENCE						
% OF TOTAL POPULATION	2.5	2.5	2.6	2.5	2.5	2.5
% OF MALE POPULATION	4.8	4.9	5.0	5.0	5.0	5.0
COMPANY SHARES %						
1) INDIA TOBACCO CO.	51.9	52.6	50.7	52.2	53.6	55.6
2) GODFREY PHILLIPS	12.7	15.3	16.2	17.4	18.5	17.5
3) VAZIR SULTAN TOBACCO CO.	16.1	14.5	16.6	17.3	17.3	17.4
4) GOLDEN TOBACCO CO.	16.0	14.2	13.7	11.2	9.9	9.2
5) NATIONAL TOBACCO	2.7	3.0	2.6	1.7	0.5	0.1
6) OTHERS	0.6	0.4	0.1	0.2	0.2	0.2

2500058917

ASIA 15

(INDIA)

1987

1988

1989

1990

1991

1992

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SCISSORS PL.	I.T.C.	I.T.C.	17.8	18.3	18.3	16.7	15.7	15.1
2)WILLS FILTER	I.T.C.	I.T.C.	6.3	10.1	11.7	11.4	10.8	11.9
3)BRISTOL FILTER	I.T.C.	I.T.C.	3.1	2.9	2.8	4.6	8.0	9.2
4)CHARMINAR PL.	V.S.T.	V.S.T.	8.8	8.5	9.6	9.2	8.6	7.5
5)CHARMS MINI KG	V.S.T.	V.S.T.	4.8	3.6	4.1	5.1	5.4	6.3
6)PANAMA PL	G.T.C.	G.T.C.	8.0	9.0	9.0	6.8	6.6	5.7
7)FOUR SQ. PREMIER	G.P.I.	G.P.I.	1.3	2.9	3.4	4.2	5.5	5.1
8)GOLD FLK PL.	I.T.C.	I.T.C.	1.8	2.5	1.3	2.5	4.1	3.5
9)GOLD FLAKE FT	I.T.C.	I.T.C.	6.8	5.8	3.5	3.0	2.9	3.4
10)GOLD FLAKE KING	I.T.C.	I.T.C.	1.1	2.3	2.5	2.9	3.0	3.2
11)CAV GOLD LEAF	G.P.I.	G.P.I.	3.2	3.9	4.2	3.8	3.3	2.7
12)BERKELEY FT	I.T.C.	I.T.C.	3.9	2.7	2.0	2.5	2.2	1.8
13)CAPSTAN PL.	I.T.C.	I.T.C.	1.6	2.1	2.2	1.8	1.1	1.1
14)FLAIR FT.	G.T.C.	G.C.T.	2.3	2.4	1.4	0.8	0.8	1.1
15)FOUR SQUARE KS	G.P.I.	G.P.I.	1.4	1.8	1.9	1.5	1.3	1.0
16)REGENT SPL. FT.	N.T.C.	N.T.C.	1.5	2.5	2.2	1.3	0.4	0.1
OTHERS			26.3	18.7	19.9	21.9	20.3	21.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	50.5	49.3	47.8	51.2	55.4	60.4
FILTER MENTHOL	---	0.1	0.2	0.2	0.2	0.2
NON-FILTER	49.5	50.6	52.0	48.6	44.4	39.4

PRICE SEGMENTATION % *

PREMIUM (ABOVE RS 10.00 for 10's)	6.7	6.7	6.7	6.3	5.6	5.0
MEDIUM HIGH (RS 9.00 - RS.10.00)	13.2	10.1	11.8	11.4	10.8	11.9
MEDIUM (RS 5.25 - RS 7.00)	28.8	17.8	15.0	19.4	27.2	27.9
LOW (BELOW RS 3.75)	51.3	65.4	66.5	62.9	56.4	55.2

TAR & NICOTINE SEGMENTATION %

HIGH/FULL FLAVOR	100	100	100	100	100	100
------------------	-----	-----	-----	-----	-----	-----

*The revised segmentation is based on 1992 avg. prices.

816850005Z

ASIA 16

(INDIA)

1987 1988 1989 1990 1991 1992

TOBACCO TYPE SEGMENTATION %

BLEND: VIRGINIA (LOCAL TYPE)

100 100 100 100 100 100

LENGTH SEGMENTATION %

70 MM AND SHORTER

77.7 77.4 78.2 79.3 80.8 79.6

71 MM TO 79 MM

13.2 16.0 15.2 14.4 13.6 15.4

80 MM to 85 MM

9.1 6.6 6.6 6.3 5.6 5.0

86 MM TO 94 MM

<0.1 - - - - -

100MM

<0.1 - - - - -

PACK COUNT SEGMENTATION %

UP TO 10 CIGTS/PACK

89.7 88.8 89.9 90.0 92.0 93.5

20 CIGTS/PACK

10.3 11.2 10.1 10.0 8.0 6.5

PACK TYPE SEGMENTATION %

SOFT PACK

9.5 10.5 8.8 8.5 7.1 5.2

FLIP TOP BOX

0.8 0.7 1.3 1.5 1.4 2.0

SLIDE AND SHELL

89.7 88.8 89.9 90.0 91.5 93.8

250058919

ASIA 17

(INDIA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	10,000	10,600	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	60,000	75,000	78,000	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	4,500	6,600	7,000	N.A.	N.A.	N.A.
BIDI (BILLIONS)	760	810	850	890	935	1,000
OTHERS (THOUSAND KILOS)	N.A.	57,500	60,850	N.A.	N.A.	N.A.

026890009Z

ASIA 18

NAME OF MARKET: INDONESIA TOTAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	120,200	134,800	147,171	155,626	150,774	152,700
POPULATION TOTAL (MILLIONS)	169.00	175.59	179.14	182.80	184.70	155.80
PER CAPITA CONSUMPTION	711	768	832	841	816	819
COMPANY SHARES %						
1) GUDANG GARAM (KRETEK)	30.7	29.3	27.1	35.2	38.9	39.0
2) OTHER KRETEK MANUFACTURERS	21.9	25.8	23.9	18.0	21.0	28.4
3) DJARUM (KRETEK)	22.1	24.3	27.1	13.0	19.0	14.3
4) BENTOEL (KRETEK)	9.6	7.3	11.0	10.4	8.2	6.3
5) B.A.T. (WHITE CIGTS)	4.7	4.2	3.0	2.4	3.9	3.9
6) S.T.T.C. (WHITE CIGTS)	4.1	3.8	4.0	3.0	2.9	3.1
7) OTHER WHITE CIGT. MANUFACTURERS	6.1	4.4	3.1	3.1	4.2	2.4
8) ROTHMANS (WHITE CIGTS)	0.8	0.9	0.8	1.2	1.9	1.3
9) PHILIP MORRIS (WHITE CIGTS)	0.2	0.3	0.4	0.7	1.2	1.3

BRAND FAMILY SHARES %

BRAND NAME						
1) GUDANG GARAM (RED FILTER)	9.8	5.9	6.1	12.2	15.7	17.8
2) GUDANG GARAM SURYA F 16	2.0	5.8	5.5	7.5	8.0	10.6
3) BENTOEL INTL BLUE F12	4.2	3.6	5.3	4.0	4.9	6.5
4) DJARUM SUPER F 12	12.1	14.7	15.7	12.2	8.9	5.1
5) DJARUM COKLAT	-	0.2	1.0	1.1	2.6	4.8
6) CRYSTAL 12	-	-	-	-	-	4.5
7) GUDANG GARAM SURYA F 12	4.0	3.6	4.2	4.7	4.6	4.1
8) GUDANG GARAM KS RED NF 12	2.1	2.3	2.4	2.7	0.9	3.7
9) CRYSTAL 16	-	-	-	-	-	3.7
10) DJARUM F SUPER 16	4.4	4.3	4.4	4.3	3.6	2.4
11) DJARUM SOE	4.7	1.9	1.2	0.7	0.3	2.4
12) COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
13) DJARUM 76 12	-	0.2	0.7	0.5	1.1	1.2
14) ARDATH SP KS FT	0.0	0.3	0.7	0.8	1.5	1.2
15) MARLBORO RED BOX	0.2	0.3	0.5	0.7	1.1	1.0
16) UNION FL	1.1	0.7	0.7	0.8	0.7	0.8
17) KANSAS PLAIN	0.7	0.6	0.5	0.4	0.5	0.5
18) GUDANG GARAM RED NF 10	5.0	4.6	4.2	4.6	1.5	-

ASIA 19

1Z6850005Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,000	17,900	16,000	16,551	19,554	18,348
COMPANY SHARES (SHARE OF MARKET %)						
1) B.A.T.	4.7	4.2	3.0	2.48	3.9	3.9
2) S.T.T.C	4.1	3.8	4.0	3.5	2.8	3.1
3) ROTHMANS	0.8	0.9	0.8	1.2	1.9	1.3
OTHERS	6.1	4.4	3.1	3.1	4.3	3.6
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
2)ARDATH SP KS	0.8	1.0	0.7	0.9	1.4	1.2
3)KANSAS	0.7	0.6	0.5	0.9	1.5	1.0
4)HERO	1.0	0.6	0.6	0.4	0.6	0.7
5)PANAMA FL	0.6	0.5	0.4	0.4	0.3	0.3
6)UNION FL	1.1	0.7	0.6	0.6	0.4	0.0
OTHERS	8.8	8.6	6.7	6.8	7.3	6.3
COMPANY SHARES (SHARE OF SEGMENT %)						
1) S.T.T.C.	26.1	28.6	37.0	32.7	22.3	26.0
2) B.A.T.	29.9	31.6	27.3	27.3	30.4	32.7
3) ROTHMANS	5.1	6.8	7.2	11.5	14.7	11.0
4) PHILIP MORRIS	1.5	2.1	3.8	6.7	9.5	10.0
OTHERS	37.4	31.0	24.8	21.8	23.1	20.3
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)COMMODORE LS	16.6	9.8	11.9	11.9	10.6	14.6
2)UNION FL	7.0	5.3	5.7	5.5	*11.3	13.2
3)ARDATH SP KS	5.1	7.5	6.6	8.4	*11.0	10.0
4)MARLBORO	1.5	2.1	3.8	6.7	9.5	8.5
5)HERO	6.4	4.5	5.2	3.7	5.9	5.9
6)PANAMA FL	3.8	3.8	3.9	3.7	2.1	2.5
7)KANSAS	4.5	4.5	4.6	3.6	*11.9	0.5
OTHERS	55.2	62.6	58.4	51.3	38.5	36.7
*Brand Family						

(INDONESIA - WHITE CIGARETTE MARKET)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	1.0	1.0	1.0	1.3	1.7	3.6
VIRGINIA	99.0	99.0	99.0	98.7	98.3	96.5
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
71 MM TO 79 MM	N.A.	N.A.	N.A.	N.A.	29.2	13.9
80 MM to 85 MM	N.A.	N.A.	N.A.	N.A.	49.8	81.1
100 MM	N.A.	N.A.	N.A.	N.A.	21.0	5.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	*1	*1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Except Kompas Indonesia's National Day.

2500058923

ASIA 21

(INDONESIA - WHITE CIGARETTE MARKET)

1987

1988

1989

1990

1991

1992

TAR BANDS PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS
KRETEK (MILLIONS)

101,200

116,900

131,171

137,209

131,220

131,466

2500058924

ASIA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KOREA*

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	82.1	87.3	91.7	95.9	98.9	101.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	82.0	86.0	88.0	91.7	93.8	96.4
POPULATION TOTAL (MILLIONS)	41.6	42.0	42.4	42.8	43.2	43.7
PER CAPITA CONSUMPTION	1,974	2,079	2,163	2,241	2,289	2,331
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.0	25.0	23.3	35.0	33.0	33.0
% OF FEMALE POPULATION	6.6	7.0	4.6	4.0	3.0	3.0
% OF MALE POPULATION	41.3	43.0	43.8	64.0	63.0	61.0
COMPANY SHARES %						
1) KOREAN TOBACCO & GINSENG	99.8	98.5	95.9	95.6	94.9	94.6
2) PHILIP MORRIS	N.A.	N.A.	1.1	1.5	2.0	2.3
3) JAPAN TOBACCO	N.A.	N.A.	0.1	0.4	0.8	1.2
4) R.J. REYNOLDS	N.A.	N.A.	1.3	1.2	1.1	1.1
5) B.A.T.	N.A.	N.A.	0.9	0.7	0.7	0.5
OTHERS	0.2	1.5	0.7	0.6	0.5	0.3
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	31.2	37.2	27.6	33.3	37.9	43.1
2) JAPAN TOBACCO	----	----	2.0	8.7	15.9	22.3
3) R.J. REYNOLDS	27.9	25.4	32.0	27.8	22.2	19.5
4) B.A.T.	31.5	36.5	22.6	13.9	11.4	9.3
OTHERS	9.4	0.9	15.8	16.8	12.6	5.8

*Does not include Duty Free Imports

(KOREA)	1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %						
TRADEMARK						
BRAND NAME						
1) 88 (EIGHTY-EIGHT) KOREAN TOBACCO & GINSENG	---	66.6	58.1	62.5	63.3	59.5
2) HALLA	---	---	6.3	10.1	13.2	15.9
3) EXPO	---	---	---	---	1.5	4.6
4) MILD SEVEN	---	---	---	---	0.3	0.2
5) Y.S.L.	---	---	0.1	0.3	0.5	1.2
6) VIRGINIA SLIMS	---	0.2	0.9	0.9	0.5	1.1
7) MARLBORO	---	0.3	0.5	0.6	0.9	1.1
8) VANTAGE	---	---	0.4	0.6	1.0	0.4
9) OTHERS	---	32.9	33.8	25.0	18.5	15.8
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	97.7	99.2	99.3	99.2	99.0	98.9
FILTER MENTHOL	1.8	0.8	0.7	0.8	1.0	1.1
PRICE SEGMENTATION %						
PREMIUM (W1,000 AND ABOVE)	0.1	0.3	2.7	2.8	2.5	2.4
HIGH (W800-W900)	---	1.2	1.7	1.7	2.6	3.9
MEDIUM (W700)	---	---	7.2	23.2	32.5	37.2
REGULAR (W600)	37.3	62.8	70.1	61.6	50.5	48.1
LOW (BELOW W600)	62.6	35.7	18.3	10.7	11.9	8.4
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (BELOW 6 MG)	---	---	7.1	11.5	15.7	20.6
LOW ((6-10 MG)	10.0	70.6	62.7	70.0	72.9	71.1
MEDIUM (11-15 MG)	69.0	23.2	29.4	17.7	10.5	7.9
HIGH/FULL FLAVOR (16+ MG)	21.0	6.2	0.8	0.8	0.9	0.4
TOBACCO TYPE SEGMENTATION %						
BLOND: PSUEDO AMERICAN	100.0	99.7	99.7	99.8	99.9	99.9

2500058226

ASIA 24

(KOREA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
85 MM	---	99.2	89.4	75.3	59.2	53.1
95 - 120 MM	---	0.8	10.6	24.7	40.8	46.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	99.7	97.4	95.6	94.6	93.8
FLIP TOP BOX	2.1	0.3	2.6	4.4	5.4	6.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	--	--	--	2	2	2
B) RADIO	--	--	--	2	2	2
C) NEWSPAPERS	--	--	--	2	*3	*3
D) MAGAZINES	--	--	--	3	3	**3
E) COUPONS	--	--	--	3	*2	2
F) POINT OF SALE	--	--	--	1	*1	***3
G) BILLBOARDS	--	--	--	2	*2	2
H) CINEMA	--	--	--	2	*2	2
I) SAMPLING	--	--	--	3	*3	***3

*Event sponsorship only advertisements allowed.

**120 Magazine insertions per brand family per year.

***At point of purchase only.

L26850005Z

ASIA 25

(KOREA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	0.4	N.A.	N.A.	N.A.	N.A.	N.A.

8Z6890009Z

ASIA 26

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALAYSIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.63	17.48	17.81	18.54	17.78	17.25
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	16.5	16.9	17.4	17.9	18.2	18.6
PER CAPITA CONSUMPTION	1,007.9	1,034.3	1,023.6	1,035.7	976.9	927.4
SMOKER INCIDENCE						
% OF TOTAL POPULATION	15.7	14.2	14.2	15.8	N.A.	N.A.
% OF FEMALE POPULATION	1.0	1.8	0.7	0.6	N.A.	N.A.
% OF MALE POPULATION	27.4	27.8	27.8	31.5	N.A.	N.A.
COMPANY SHARES %						
1) ROTHMANS	42.3	45.2	49.4	52.7	54.7	53.6
2) MALAYSIAN TOBACCO COMPANY (MTC)	43.7	33.8	30.2	28.1	26.7	26.4
3) R.J. REYNOLDS	9.6	17.1	16.9	15.7	15.4	14.8
4) PHILIP MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
OTHERS	0.4	0.5	0.1	---	---	0.1

(MALAYSIA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1)DUNHILL	ROTHMANS	R.P.M.	23.9	22.0	25.2	29.4	32.9	33.8
2)BENSON & HEDGES	B.A.T.	M.T.C.	22.4	14.8	12.9	12.2	11.4	10.9
3)SALEM	R.J. REYNOLDS	R.J. REYNOLDS	4.2	4.6	5.4	7.3	8.2	9.4
4)P. STUYVESANT	ROTHMANS	R.P.M.	3.3	3.2	4.0	4.6	5.1	5.7
5)MARLBORO	P. MORRIS	P. MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
6)VIRGINIA GOLD	ROTHMANS	R.P.M.	5.9	6.0	4.3	4.3	3.8	3.3
7)LUCKY STRIKE	B.A.T.	M.T.C.	2.1	1.8	3.4	3.5	3.2	2.8
8)KENT	B.A.T.	M.T.C.	2.3	2.7	2.2	2.3	2.6	2.7
9)GOLD FLAKE	B.A.T.	M.T.C.	4.0	5.6	4.0	3.5	2.8	2.2
10)STATE EXPRESS 555	B.A.T.	M.T.C.	1.7	1.1	1.2	1.4	1.8	2.1
11)WHITE HORSE (YELLOW)	ROTHMANS	R.P.M.	5.6	4.4	3.3	2.3	1.5	1.1
12)PLAYERS GOLD LEAF	B.A.T.	M.T.C.	6.9	3.8	2.1	1.7	1.4	1.1
13)ROTHMANS	ROTHMANS	R.P.M.	1.9	1.2	1.1	1.0	1.0	1.0
14)WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.3	0.9	0.6	0.5	0.5	0.5
15)DORAL	R.J. REYNOLDS	R.J. REYNOLDS	1.6	1.5	0.4	0.2	0.1	---
16)EMBASSY 88	B.A.T.	M.T.C.	1.7	0.4	---	---	---	---
OTHERS			7.2	22.6	26.5	22.3	20.5	18.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			89.8	87.0	85.6	84.7	84.5	83.4
FILTER MENTHOL			7.3	10.5	11.9	12.8	13.0	14.2
NON-FILTER			2.9	2.5	2.5	2.5	2.5	2.4
PRICE SEGMENTATION %								
PREMIUM (M\$2.50 & ABOVE)			15.2	14.5	14.5	16.7	17.0	*16.6
HIGH (M\$2.30-M\$2.40)			52.1	41.7	43.4	46.1	50.0	*58.5
MEDIUM (M\$1.60-M\$2.20)			4.0	1.2	3.1	3.5	3.7	---
LOW (UNDER M\$1.50)			28.7	42.6	39.0	32.7	30.0	*24.9
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			16.4	23.3	25.6	35.7	40.0	40.1
VIRGINIA			83.6	76.7	74.4	64.3	60.0	59.9

*New Pricing for 1992

(M\$2.80+)

(M\$2.30 - M\$2.70)

(M\$2.20 - BELOW)

ASIA 28

0E6890009Z

(MALAYSIA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
66 MM TO 72 MM	2.5	2.2	2.2	2.2	2.1	2.0
74 MM TO 80 MM	---	---	---	---	---	---
82 MM to 88 MM	91.7	88.1	85.4	86.8	88.5	89.5
90 MM AND OVER	5.8	9.7	12.4	11.0	9.4	8.5
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.2	5.1	5.1	4.5	2.6	3.9
11 TO 15 CIGTS/PACK	11.6	8.5	8.2	8.9	9.0	8.7
20 CIGTS/PACK	82.2	86.4	86.1	86.0	86.4	83.9
50 CIGTS/PACK	---	---	0.6	0.6	2.0	3.5
PACK TYPE SEGMENTATION %						
SOFT PACK	21.6	28.3	29.4	28.6	29.2	28.6
FLIP TOP BOX	78.2	71.6	70.5	71.4	70.8	71.3
SLIDE AND SHELL	0.2	0.1	0.1	---	---	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	-	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

(MALAYSIA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PAKISTAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	37,061	33,606	31,503	31,794	30,246	30,643
OF WHICH LOCAL MANUFACTURE: 100%						
POPULATION TOTAL (MILLIONS)	102.24	105.30	108.56	111.81	115.16	118.60
PER CAPITA CONSUMPTION	362	319	291	284	263	258
COMPANY SHARES %						
1) PAKISTAN TOBACCO CO. (B.A.T.)	48.5	53.5	56.3	56.2	57.3	51.9
2) LAKSON TOBACCO CO. (ROTHMANS)*	25.1	25.5	25.0	24.3	22.0	20.7
3) PREMIER TOBACCO INDUSTRIES, LTD. (P.M.I.)	16.2	13.3	13.7	13.6	13.2	16.3
4) SOUVENIR TOBACCO CO.	5.7	2.2	2.6	2.6	2.3	2.5
5) KHYBER TOBACCO CO.	3.3	3.9	0.2	0.1	0.2	0.7
OTHERS	1.2	1.6	2.2	3.2	4.8	7.9

* Lakson Tobacco includes Mogul shares.

(PAKISTAN)

1987 1988 1989 1990 1991 1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) EMBASSY FT.	B.A.T.	P.T.C.	23.6	28.9	29.4	26.5	24.7	21.7
2) GOLD FLAKE	B.A.T.	P.T.C.	5.3	7.0	9.1	10.6	13.2	13.8
3) R&W KSF HL	G.P.I.	P.T.I.	2.5	2.6	3.4	4.1	5.9	7.9
4) MORVEN GOLD	L.T.C.	L.T.C.	4.6	4.4	5.5	6.5	6.8	7.6
5) GOLD LEAF HL	B.A.T.	P.T.C.	5.4	6.2	7.2	6.7	7.1	7.3
6) ROYALS FILTER	L.T.C.	L.T.C.	7.0	7.9	5.4	6.6	6.0	5.5
7) WILLS KINGS	B.A.T.	P.T.C.	2.2	2.3	2.7	3.3	4.3	4.5
8) MARK - 7 FT	L.T.C.	L.T.C.	1.4	4.7	5.2	4.1	3.3	2.8
9) WILLS FT SS20s	B.A.T.	P.T.C.	3.9	3.1	2.9	2.8	2.6	2.6
10) CAPSTAN NC	B.A.T.	P.T.C.	2.9	2.6	2.7	2.6	2.4	2.4
11) K-2 KSF	P.T.I.	P.T.I.	2.9	2.0	2.0	2.1	1.9	1.8
12) WINNER FT	P.T.I.	P.T.I.	---	0.6	1.8	1.7	1.7	1.8
13) R&W CANDY	G.P.I.	P.T.I.	---	---	1.7	1.7	1.5	1.7
14) LORD	L.T.C.	L.T.C.	0.7	0.8	1.5	1.8	1.8	1.7
15) PRINCETON SC	L.T.C.	L.T.C.	2.2	1.8	1.8	1.6	1.5	1.5
16) PLAYERS NO.6	B.A.T.	P.T.C.	1.3	1.2	1.3	1.3	1.4	1.3
17) MELBURN	S.T.C.	S.T.C.	1.8	1.7	1.5	1.4	1.2	1.2
18) ROYALS PLAIN	L.T.C.	L.T.C.	2.8	2.2	1.3	0.9	0.6	0.6
19) K-2 SPECIAL	P.T.I.	P.T.I.	2.7	1.9	1.2	0.9	0.5	0.5
20) K-2 PLAIN	P.T.I.	P.T.I.	3.6	3.2	2.7	2.2	0.9	---
OTHERS			23.2	14.9	9.7	10.5	10.7	12.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	83.8	88.9	83.0	94.8	97.1	98.1
NON-FILTER	16.2	11.1	7.0	5.2	2.9	1.9

TOBACCO TYPE SEGMENTATION %

BLEND: VIRGINIA	100	100	100	100	100	100
-----------------	-----	-----	-----	-----	-----	-----

(PAKISTAN)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	30.5	30.2	35.5	37.2	44.9	49.1
LONG SIZE (78 - 80 MM)	21.9	24.5	25.1	25.3	23.2	22.8
REGULAR SIZE (68 - 72 MM)	47.6	45.3	39.4	37.5	31.9	28.1
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	43.6	43.8	59.3	40.0	32.1	34.0
20 CIGTS/PACK	56.4	56.2	40.7	60.0	67.9	66.0
PACK TYPE SEGMENTATION %						
SOFT PACK	26.3	26.0	26.0	29.3	29.0	29.0
FLIP TOP BOX	30.1	30.2	33.3	33.4	37.5	41.3
SLIDE AND SHELL	43.6	43.8	40.7	37.3	33.5	29.8
PRINCESS PACK	<0.1	<0.1	<0.1	<0.1	<0.1	
PRICE SEGMENTATION %						
CAT A (PREMIUM)	5.5	6.3	7.3	6.8	7.1	7.4
CAT B (HIGH)	3.0	2.7	3.0	3.0	2.8	2.7
CAT C (MEDIUM HIGH)	17.0	18.6	28.0	32.2	37.1	43.7
CAT D (MEDIUM)	12.8	9.3	6.1	6.1	5.4	32.3
CAT E (LOW)	43.9	47.5	43.5	40.0	35.5	13.9
CAT F (ECONOMY)	17.8	15.6	12.1	11.8	12.1	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

(PAKISTAN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2500058936

ASIA 34

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	62,317	66,096	67,647	67,991	65,669	63,324
POPULATION TOTAL (MILLIONS)	57.4	58.7	60.1	61.5	62.9	64.3
PER CAPITA CONSUMPTION	1,086	1,126	1,126	1,106	1,044	1,063
SMOKER INCIDENCE						
% OF TOTAL POPULATION	13.8	15.2	15.2	16.3	16.7	N/A
% OF FEMALE POPULATION	3.7	4.0	4.7	5.1	5.0	N/A
% OF MALE POPULATION	24.0	26.3	28.0	28.1	28.6	N/A
COMPANY SHARES %						
1) FORTUNE TOBACCO	55.0	56.2	57.2	57.9	55.5	57.2
2) LA SUERTE/PMI	22.4	22.7	21.3	18.3	17.4	19.3
3) R.J. REYNOLDS	4.2	4.4	5.4	8.0	9.6	11.2
4) STERLING	3.2	2.7	2.9	2.9	5.5	3.7
OTHERS	15.2	14.0	13.2	12.9	12.0	8.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) CHAMPION	FORTUNE	FORTUNE	16.9	19.4	21.8	19.0	16.6	19.4
2) HOPE	FORTUNE	FORTUNE	12.1	13.1	14.8	17.8	20.2	18.0
3) MARLBORO	PHILIP MORRIS	LA SUERTE	12.2	13.0	12.0	9.9	9.8	10.9
4) WINSTON	R.J. REYNOLDS	FORTUNE	3.6	3.6	4.6	7.1	8.6	9.7
5) PM	PHILIP MORRIS	LA SUERTE	10.2	9.7	9.3	8.4	7.5	8.3
6) MORE	FORTUNE	FORTUNE	3.2	2.7	3.5	4.2	4.3	5.8
7) LIBERTY	FORTUNE	FORTUNE	NIL	0.4	1.1	1.9	2.6	3.1
8) EVERGREEN	FORTUNE	FORTUNE	10.7	7.7	5.0	4.8	2.9	2.5
9) STORK	STERLING	STERLING	0.1	0.5	1.0	1.1	3.4	2.4
10) MARK	FORTUNE	FORTUNE	2.1	2.2	2.4	1.9	2.5	2.3

(PHILIPPINES)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	20.8	20.8	21.6	23.8	26.0	29.0
FILTER MENTHOL	66.4	68.0	68.5	67.2	66.6	65.0
NON-FILTER	0.1	0.1	---	---	---	---
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PRICE SEGMENTATION %						
PREMIUM	10.1	9.6	9.2	8.4	7.5	8.4
HIGH	25.6	27.5	29.4	33.0	36.1	35.8
MEDIUM	13.3	12.3	13.4	12.8	14.5	17.4
LOW	51.0	50.5	48.0	45.8	41.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	99.1	99.3	99.3	99.3	99.3	99.4
LOW TAR 14 MG LIGHTS	0.9	0.7	0.7	0.7	0.7	0.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	87.3	88.9	90.1	91.0	92.6	94.0
OTHER	12.7	11.1	9.9	9.0	7.4	6.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.2	0.2	0.1	NIL	NIL
80 MM TO 85 MM	35.8	38.6	41.7	41.2	42.8	47.7
100 MM TO 120 MM	51.1	50.1	48.2	49.7	49.8	46.3
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	87.3	88.9	90.1	91.0	92.6	94.0
NATIVE 10/20/30's SPLIT N.A.	12.7	11.1	9.9	9.0	7.4	6.0

8E68S0005Z

ASIA 36

(PHILIPPINES)

1987 1988 1989 1990 1991 1992

PACK TYPE SEGMENTATION %

SOFT PACK

99.7 99.8 99.8 99.9 99.9 100.0

FLIP TOP BOX

0.3 0.2 0.2 0.1 0.1 --

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

YES YES YES YES YES YES

B) RADIO

YES YES YES YES YES YES

C) NEWSPAPERS

YES YES YES YES YES YES

D) MAGAZINES

YES YES YES YES YES YES

E) COUPONS

YES YES YES YES YES YES

F) POINT OF SALE

YES YES YES YES YES YES

G) BILLBOARDS

YES YES YES YES YES YES

H) CINEMA

YES YES YES YES YES YES

I) SAMPLING

YES YES YES YES YES YES

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

NO NO NO NO NO NO

B) CARTONS

NO NO NO NO NO NO

C) ADVERTISING

NO NO NO NO NO NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO NO NO NO NO NO

B) CARTONS

NO NO NO NO NO NO

C) ADVERTISING

NO NO NO NO NO NO

TAR BAND PRINTED ON:

A) PACKS

NO NO NO NO NO NO

B) CARTONS

NO NO NO NO NO NO

C) ADVERTISING

NO NO NO NO NO NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SINGAPORE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.7	3.7	3.5	3.5	3.6	3.7
PER CAPITA CONSUMPTION	1,407	1,407	1,313	1,311	1,335	1,316
FILTER SHARE %	92.1	92.9	93.7	94.3	95.1	95.4
COMPANY SHARES %						
1) ROTHMANS OF PALL MALL	32.1	29.4	28.1	27.8	26.3	25.5
2) PHILIP MORRIS	23.2	23.5	23.0	24.0	25.3	27.5
3) THONG HUAT (RJR)	23.0	23.3	24.2	24.7	24.8	24.6
4) SINGAPORE TOBACCO CO. (B.A.T.)	20.9	23.1	24.1	23.0	23.1	21.8
OTHERS	0.8	0.7	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.I.	P.M.I.	21.4	20.9	20.7	21.6	22.9	25.0
2) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	14.7	15.7	16.4	16.4	16.9	17.2
3) DUNHILL	ROTHMANS	ROTHMANS	19.3	17.7	16.7	16.6	15.5	15.2
4) LUCKY STRIKE	B.A.T.	S.T.C.	5.2	8.1	9.5	9.4	10.1	9.5
5) CONSULATE	ROTHMANS	ROTHMANS	6.4	6.0	6.2	6.3	6.1	5.8
6) CAMEL	R.J. REYNOLDS	R.J. REYNOLDS	6.0	5.0	4.4	4.3	4.0	3.7
7) KENT	B.A.T.	S.T.C.	2.7	3.0	3.3	3.4	3.5	3.5
8) P. STUYVESANT	ROTHMANS	ROTHMANS	4.1	3.7	3.6	3.7	3.6	3.4
9) STATE EXPRESS 555	B.A.T.	S.T.C.	3.7	3.4	3.0	2.8	2.7	2.5
10) BENSON & HEDGES	B.A.T.	S.T.C.	3.2	2.9	2.8	2.6	2.5	2.4
11) ROTHMANS	ROTHMANS	ROTHMANS	2.1	1.8	1.4	1.2	1.1	1.0
OTHERS			11.2	11.8	12.0	11.8	11.1	10.8

(SINGAPORE)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	66.7	66.1	65.9	66.3	66.5	66.3
FILTER MENTHOL	25.4	26.8	27.8	28.0	28.4	29.1
NON-FILTER	7.9	7.1	6.3	5.7	5.1	4.6
PRICE SEGMENTATION %						
PREMIUM	28.7	26.1	22.9	22.3	22.2	22.0
HIGH	23.5	40.6	46.0	46.7	46.8	48.6
MEDIUM	28.5	12.2	7.9	8.7	8.1	7.9
LOW	19.4	21.1	23.2	22.4	22.9	21.5
Prem (Sing.\$)	same	2.8+	3.10+	3.50+	3.90+	4.20+
High	same	2.79-2.60	2.90-3.09	3.30-3.49	3.70-3.89	4.00-4.19
Med	same	2.59-2.40	2.70-2.89	3.10-3.29	3.50-3.69	3.80-3.99
Low	same	below 2.40	2.69-below	3.09-below	3.49-below	3.79-below
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN	50.4	57.2	63.4	64.5	66.8	68.2
VIRGINIA	49.6	42.8	36.6	35.5	33.2	31.8
LENGTH SEGMENTATION %						
REGULAR	8.7	7.8	6.1	5.7	5.1	4.6
LONG SIZE	14.8	18.4	26.7	27.2	28.4	29.8
KING SIZE	73.5	70.4	63.2	63.1	62.5	61.5
100MM+	3.0	3.1	3.7	3.9	3.9	4.0
95's	-	0.3	0.3	0.2	0.1	0.2
PACK COUNT SEGMENTATION %						
7's	3.2	4.1	3.7	3.8	0.6	0.6
10's	13.5	14.4	18.3	18.7	19.8	21.8
12's	8.4	7.2	4.6	3.8	4.5	4.3
14's	14.5	10.9	10.1	10.5	9.3	9.1
20's	60.0	61.5	61.5	62.3	63.2	61.7
OTHERS	0.4	1.9	1.8	1.0	2.6	2.5

(SINGAPORE)

	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT PACK	46.0	44.3	44.4	44.4	44.3	42.6
FLIP TOP BOX	50.2	52.2	52.5	52.6	52.9	54.8
SLIDE AND SHELL	3.6	3.3	3.0	2.8	2.6	2.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	0.1	0.1	---	---	---	---

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	2	2	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TAIWAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.2	34.3	35.2	34.9	36.1	35.0
OF WHICH LOCAL MANUFACTURE:	26.6	28.8	30.1	30.0	31.0	29.4
IMPORTED FROM US/UK	6.6	5.5	5.1	4.9	5.1	5.6
POPULATION TOTAL (MILLIONS)	19.59	19.45	20.00	20.20	20.50	20.80
PER CAPITA CONSUMPTION (STICKS)	1,695	1,763	1,760	1,720	1,760	1,707
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	29.5	29.3	31.8	31.7	31.7
% OF FEMALE POPULATION	N.A.	2.6	3.9	4.7	4.8	4.8
% OF MALE POPULATION	N.A.	47.3	47.4	54.4	54.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	83.5	83.9	85.6	86.0	85.9	83.9
2) PHILIP MORRIS	8.2	9.6	8.6	8.4	6.4	6.0
3) B.A.T.	4.0	3.8	3.6	3.2	4.2	5.0
4) R.J. REYNOLDS	1.3	1.3	0.9	0.8	1.6	1.6
5) ROTHMANS	0.8	0.8	0.7	1.3	0.9	1.0
6) JAPAN TOBACCO	--	--	--	--	0.4	0.9
OTHERS	2.2	0.6	0.6	0.3	0.6	1.6
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	49.8	59.3	59.9	60.2	45.0	37.0
2) B.A.T.	22.9	23.2	25.1	22.8	30.0	30.8
3) R.J. REYNOLDS	7.7	8.3	6.4	5.9	11.1	10.1
4) ROTHMANS	4.7	4.7	4.8	9.4	6.1	6.5
5) JAPAN TOBACCO	---	---	---	---	2.7	5.7
OTHERS	14.9	4.5	3.8	1.7	5.1	9.9

(TAIWAN)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES OF IMPORTED SEGMENT %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) STATE EXPRESS	B.A.T.	B.A.T.	9.9	15.4	21.1	19.4	26.5	27.5
2) PARLIAMENT	P.M.I.	P.M.I.	14.3	27.2	30.7	22.7	18.9	15.8
3) MARLBORO	P.M.I.	P.M.I.	33.9	31.0	26.6	15.6	15.8	15.6
4) YSL	R.J. REYNOLDS	R.J. REYNOLDS	2.6	3.6	3.9	4.5	8.1	8.2
5) L&M	P.M.I.	P.M.I.	---	---	0.6	20.5	8.4	3.3
6) CARTIER	ROTHMANS	ROTHMANS	1.1	1.5	2.0	1.4	2.0	2.7
7) KENT	B&W	B&W	11.1	7.1	3.9	3.1	3.4	2.5
8) VIRGINIA SLIMS	P.M.I.	P.M.I.	---	---	0.2	1.1	1.6	2.1
9) DUNHILL	ROTHMANS	ROTHMANS	1.1	0.9	1.1	1.1	1.6	2.0
10) CRAVEN A	ROTHMANS	ROTHMANS	---	0.5	0.8	6.2	2.0	1.3
OTHERS			26.0	12.8	9.1	4.4	11.7	19.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.1	99.0	99.4	99.5	99.3	99.4
FILTER MENTHOL			0.5	0.6	0.6	0.5	0.7	0.6
NON-FILTER			0.4	0.4	0.0	0.0	0.0	0.0
PRICE SEGMENTATION %								
PREMIUM			16.5	16.1	14.4	10.1	14.1	16.0
LOW			83.5	93.9	85.6	89.9	85.9	84.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			94.5	92.6	80.0	73.1	71.7	66.7
LOW FLAVOR			5.5	7.4	20.0	26.9	28.3	33.3

(TAIWAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	85.1	86.4	89.4	89.2	89.7	89.4
AMERICAN	14.9	13.6	10.6	10.8	10.3	10.6
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.0	4.9	2.8	2.1	2.0	2.0
80 MM TO 85 MM	93.6	89.0	91.1	92.4	92.6	90.7
100 MM	4.4	6.1	6.1	5.5	5.4	7.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	80.4	76.6	70.4	66.2	58.3	51.5
FLIP TOP BOX	19.6	23.4	29.6	33.8	41.7	48.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	1	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

(TAIWAN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

(Health Warning Only)

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES*	YES*	YES*	YES*	YES*	YES*

SPECIFIC T&N NUMBERS ON:

(Magazine only)

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Magazine only.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: THAILAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	30,927	33,203	36,900	39,000	39,200	39,700
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	99.2%	97.3%
IMPORTED:	---	---	---	---	0.8%	2.7%
POPULATION TOTAL (MILLIONS)	53.6	54.6	55.7	57.7	57.8	59.0
PER CAPITA CONSUMPTION	564	603	609	676	678	673
COMPANY SHARES %						
1) THAILAND TOBACCO MONOPOLY	100	100	100	100	99.2	97.3
2) PHILIP MORRIS	----	---	---	---	0.3	1.3
3) R.J. REYNOLDS	----	---	---	---	0.2	0.5
4) OTHERS	----	---	---	---	0.3	0.9

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP						
1)KHRONG THIP	THAILAND TOBACCO MONOP	50.7	54.1	56.7	60.8	66.9	69.2
2)FALLING RAIN	THAILAND TOBACCO MONOP	4.5	6.0	7.0	7.5	8.4	8.8
3)GOLD CITY 85	THAILAND TOBACCO MONOP	14.0	12.8	11.7	10.0	9.4	7.9
4)SAMIT 14	THAILAND TOBACCO MONOP	9.6	7.4	6.0	5.0	4.1	3.5
5)RUANG THIP	THAILAND TOBACCO MONOP	8.1	7.7	7.1	7.6	2.5	2.0
6)KLED THONG (NF)	THAILAND TOBACCO MONOP	3.3	2.9	2.5	2.2	2.1	1.5
7)ROYAL STD III	THAILAND TOBACCO MONOP	2.9	2.5	2.2	2.1	1.6	1.4
8)MARLBORO K.S.	PHILIP MORRIS	----	---	---	---	0.3	1.3
9)ROYAL STD DELUXE	THAILAND TOBACCO MONOP	0.8	0.8	0.9	0.9	0.7	0.6
10)KRONGTHIP DELUXE	THAILAND TOBACCO MONOP	---	---	0.9	0.0	0.9	0.6
11)THE MOON	THAILAND TOBACCO MONOP	2.1	1.9	1.7	1.5	0.8	0.5
12)KRUNGTHONG	THAILAND TOBACCO MONOP	1.4	1.1	1.0	0.9	0.6	0.5
13)SAMIT (NF)	THAILAND TOBACCO MONOP	1.5	1.2	0.9	0.6	0.4	0.4
14)WINSTON	R.J. REYNOLDS	---	---	---	---	0.1	0.4
15)KLEDTHONG 27	THAILAND TOBACCO MONOP	0.6	0.6	0.5	0.6	0.3	0.3
16)KWANTHONG	THAILAND TOBACCO MONOP	---	---	---	0.4	0.2	0.1
17)FALLING RAIN DELUXE	THAILAND TOBACCO MONOP	---	---	---	---	0.2	0.0
18)STAR (DAO)	THAILAND TOBACCO MONOP	0.1	0.0	0.0	0.0	0.0	0.0
19)KWAETHONG	THAILAND TOBACCO MONOP	0.5	1.1	1.0	---	---	---

* NOTE: Import cigarettes commenced August 1991.

(THAILAND)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	81.6	78.1	78.8	80.9	84.7	85.9
FILTER MENTHOL	3.4	6.0	7.0	7.9	8.7	9.0
PLAIN	15.0	15.9	14.2	11.2	6.6	5.1
PRICE SEGMENTATION %						
PREMIUM (16 & ABOVE)	0.0	0.0	1.0	2.0	2.7	3.8
HIGH (13)	77.9	83.6	81.0	86.0	91.7	92.0
LOW/MEDIUM (4-9)	22.1	16.4	18.0	12.0	5.6	4.2
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR (>16)	100	100	100	100	99.8	99.5
MEDIUM FLAVOR (16+BELOW)	0.0	0.0	0.0	0.0	0.2	0.5
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	67.0	74.0	76.5	80.8	87.1	89.3
VIRGINIA	29.7	17.2	14.7	13.6	10.2	8.6
THAI BLENDED	3.3	8.7	8.8	5.6	2.7	2.1
LENGTH SEGMENTATION %						
70 MM	15.0	15.9	14.2	11.2	6.6	5.1
80 MM - 85 MM	85.0	84.1	85.8	88.8	93.4	94.8
100 MM - 120 MM	---	---	---	---	---	0.1
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4	99.4	99.4	98.2	97.9	98.1
FLIP TOP BOX	0.6	0.6	0.6	1.8	2.1	1.9

(THAILAND)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	2	2	2	2
D) MAGAZINES	3	3	2	2	2	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	3	3	3	3	3	2
G) BILLBOARDS	3	3	2	2	2	2
H) CINEMA	3	2	2	2	2	2
I) SAMPLING	2	3	3	3	3	2

LATIN AMERICA

2500058950

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2500058951

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)						
OF WHICH LOCAL MANUFACTURE:	38.1	34.3	33.9	33.5	34.9	37.2
POPULATION TOTAL (MILLIONS)	30.7	31.1	31.5	32.0	32.4	32.8
PER CAPITA CONSUMPTION	1,241	1,102	1,075	1,048	1,077	1,134
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	31.0	N.A.	30.0	N.A.	N.A.
% OF FEMALE POPULATION	N.A.	25.0	N.A.	24.0	N.A.	N.A.
% OF MALE POPULATION	N.A.	38.0	N.A.	35.0	N.A.	N.A.
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	54.5	57.2	57.3	55.9	52.5	47.5
2) MASSALIN PARTICULARES (PM/REEMTSMA)	45.5	42.8	42.7	44.1	47.5	52.5

2500058952

LATIN AMERICA 1

(ARGENTINA)	1987	1988	1989	1990	1991	1992
-------------	------	------	------	------	------	------

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.I.	MASS-PART	10.7	8.9	10.2	12.1	17.8	24.7
2) DERBY	B.A.T.	NOB-PIC	--	12.1	27.0	26.3	24.3	20.5
3) JOCKEY CLUB	B.A.T.	NOB-PIC	30.4	25.8	17.6	16.9	15.9	15.5
4) LE MANS	P.M.I.	MASS-PART	5.9	9.0	11.9	11.6	10.3	8.7
5) 43/70	B.A.T.	NOB-PIC	10.3	8.5	6.5	6.6	6.1	5.5
6) L & M	P.M.I.	MASS-PART	5.5	4.0	3.4	3.0	3.3	3.6
7) PARLIAMENT	P.M.I.	MASS-PART	3.0	2.0	1.9	1.7	2.3	3.0
8) PARISIENNES	B.A.T.	NOB-PIC	2.7	2.5	2.6	2.6	2.7	2.8
9) CHESTERFIELD	P.M.I.	MASS-PART	7.9	5.8	3.9	3.3	3.0	2.7
10) PHILIP MORRIS	P.M.I.	MASS-PART	1.7	2.4	2.1	3.6	3.2	2.6
11) IMPARCIALES	P.M.I.	MASS-PART	3.2	2.8	2.5	2.4	2.3	2.2
12) PARTICULARES	P.M.I.	MASS-PART	2.6	2.3	2.1	2.0	1.8	1.5
13) COLORADO	P.M.I.	MASS-PART	3.3	2.7	1.6	1.4	1.2	1.1
14) CONWAY	B.A.T.	NOB-PIC	3.4	3.4	1.3	1.6	1.3	1.0
15) CAMEL	R.J.R.	NOB-PIC	1.1	0.8	0.7	0.6	0.7	0.9
16) PALL MALL	B.A.T.	NOB-PIC	0.9	0.7	0.6	0.5	0.5	0.4
17) COLT	B.A.T.	NOB-NIC	3.5	2.1	0.5	0.4	0.3	0.2
OTHERS			3.9	4.5	3.6	3.4	3.0	3.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL	--	--	--	--	--	--
NON-FILTER	--	--	--	--	--	--

PRICE SEGMENTATION %

PREMIUM	US\$ 1.50 plus	9.3	6.2	6.5	6.0	7.1	13.0
HIGH	US\$ 1.35 to 1.40	21.6	16.9	14.8	15.6	21.8	24.6
MEDIUM HIGH	US\$ 1.30	7.8	7.2	6.1	5.6	5.5	5.4
MEDIUM LOW	US\$ 1.25	38.0	35.5	28.2	29.1	26.6	24.9
LOW	US\$ 1.17	23.3	34.2	44.4	43.7	39.0	32.1

TAR & NICOTINE SEGMENTATION %

LOW TAR & LIGHTS	20.0	22.8	28.0	27.7	26.2	23.6
HIGH/FULL FLAVOR	80.0	77.2	72.0	72.3	73.8	76.4

856850005Z

LATIN AMERICA 2

(ARGENTINA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	80.5	83.5	86.0	86.1	87.1	87.9
MIXED	16.8	14.1	11.8	11.9	11.1	10.6
BLACK	2.7	2.4	2.2	2.0	1.8	1.5
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	0.1	---	--	--	--
80 MM TO 85 MM	81.5	84.0	85.2	85.8	86.4	86.3
100 MM	18.0	15.7	14.6	14.0	13.4	13.6
OVER 100 MM	0.3	0.2	0.2	0.2	0.2	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.7	11.9	12.2	10.3	9.1	7.8
20 CIGTS/PACK	93.3	88.1	87.8	89.7	90.9	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	95.6	97.1	96.3	96.5	93.4	87.8
FLIP TOP BOX	4.4	2.9	3.7	3.5	6.6	12.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

2500058954

LATIN AMERICA 3

(ARGENTINA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,287	3,245	3,024	N.A.	N.A.	N.A.

2500058955

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.88	0.94	1.00	0.97	1.02	1.08
POPULATION TOTAL (MILLIONS)	6.7	6.7	7.1	7.1	N.A.	6.3
PER CAPITA CONSUMPTION	131	134	142	136	N.A.	171
COMPANY SHARES %						
1) COMPANIA INDUSTRIAL DE TABACOS	100.0	100.0	100.0	100.0	100.0	100.0
2) BOLIVIA AMERICAN TOBACCO	--	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) L & M	P.M.I.	C.I.T.S.A.	46.56	47.81	48.43	52.00	49.20	41.80
2) CASINO	C.I.T.S.A.	C.I.T.S.A.	19.93	18.80	17.87	17.67	22.10	23.63
3) ASTORIA	C.I.T.S.A.	C.I.T.S.A.	17.26	17.34	16.57	16.37	15.64	14.57
4) DERBY	C.I.T.S.A.	C.I.T.S.A.	2.97	2.47	2.06	3.19	4.29	5.09
5) BIG BEN	P.M.I.	C.I.T.S.A.	5.26	4.10	3.43	3.30	3.56	3.10
6) COLORADO	P.M.I.	C.I.T.S.A.	6.86	5.45	3.65	2.74	2.76	2.32
7) MARLBORO	P.M.I.	C.I.T.S.A.	1.10	4.00	7.71	4.58	2.21	1.71
10) CAMBA	C.I.T.S.A.	C.I.T.S.A.	--	--	0.24	0.15	0.2	0.20
11) OTHERS			0.06	0.03	0.04	0.00	0.04	7.58

9568500052

LATIN AMERICA 5

(BOLIVIA)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	82.7	82.6	83.4	83.6	84.3	85.4
NON-FILTER	17.3	17.4	16.6	16.4	15.7	14.6
PRICE SEGMENTATION %						
PREMIUM	1.1	4.0	7.7	4.6	6.3	5.4
HIGH	46.5	47.8	55.5	58.0	51.4	43.6
MEDIUM	3.5	12.1	2.1	3.2	4.3	12.6
LOW	40.3	36.1	34.7	34.2	37.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	62.8	63.8	65.3	65.8	62.1	61.6
BLACK	37.3	36.2	34.7	34.2	37.9	38.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	96.9	92.2	94.2	95.6	90.3
FLIP TOP BOX	--	3.1	7.8	5.8	4.4	9.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058957

LATIN AMERICA 6

(BOLIVIA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	YES	YES	YES	YES	YES
	C) ADVERTISING	NO	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058958

LATIN AMERICA 7

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	161.2	157.5	162.2	163.6	155.7	126.9
POPULATION TOTAL (MILLIONS)	141.5	144.4	147.4	150.4	153.3	156.3
PER CAPITA CONSUMPTION	1,139	1,091	1,100	1,088	1,016	812
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.1	32.5	32.5	32.4	29.4	N.A.
% OF FEMALE POPULATION	27.0	26.6	27.3	27.2	26.2	N.A.
% OF MALE POPULATION	41.8	38.9	38.3	38.1	32.9	N.A.
COMPANY SHARES %						
1) B.A.T.	81.4	79.7	80.0	82.1	84.1	83.7
2) PHILIP MORRIS	8.3	8.0	8.1	15.2	13.8	14.7
3) R.J. REYNOLDS	8.2	9.5	9.2	--	--	--
OTHERS	2.1	2.8	2.7	2.7	2.1	1.6

2500058959

LATIN AMERICA 8

(BRAZIL)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) HOLLYWOOD	C.C.S.C.	B.A.T.	25.9	20.5	18.8	16.9	17.9	16.9
2) BELMONT	C.C.S.C.	B.A.T.	18.3	19.8	19.7	18.9	16.2	16.8
3) PLAZA	C.C.S.C.	B.A.T.	12.3	14.0	13.4	15.3	15.5	15.4
4) FREE	C.C.S.C.	B.A.T.	5.3	6.4	7.3	9.2	11.7	11.8
5) RITZ	C.C.S.C.	B.A.T.	0.2	2.2	5.8	7.1	7.2	9.7
6) CARLTON	B.A.T.	B.A.T.	6.1	5.5	5.8	6.2	7.5	6.7
7) PALACE	P.M.B.	P.M.	--	0.2	1.4	1.7	2.3	2.8
8) L&M LIGHTS	P.M.B.	P.M.	--	--	--	--	--	2.3
9) MARLBORO	P.M.I.	P.M.	1.4	1.3	1.4	1.6	2.1	2.1
10) MUSTANG	P.M.B.	P.M.B.	5.0	4.9	4.1	3.4	2.6	1.9
11) CONTINENTAL	C.C.S.C.	B.A.T.	3.9	3.2	2.5	2.4	2.8	1.5
12) VICEROY	C.C.S.C.	B.A.T.	--	--	--	--	--	1.5
13) MINISTER	C.C.S.C.	B.A.T.	3.4	2.6	2.2	1.8	1.7	1.3
14) MISTURA FINA	P.M.I.	P.M.	2.4	2.3	1.8	1.5	1.3	1.2
15) GALAXY	P.M.I.	P.M.	1.6	1.2	1.0	0.9	1.0	0.9
16) ELMO	C.C.S.C.	B.A.T.	1.0	1.1	0.9	1.1	0.5	--
17) MONTREAL	C.C.S.C.	B.A.T.	1.4	1.7	1.5	1.3	0.4	--
18) MONTEREY	P.M.B.	P.M.	1.0	0.8	0.5	0.4	0.3	0.2
19) ARIZONA	C.C.S.C.	B.A.T.	1.0	0.6	0.3	0.2	--	--
OTHERS			9.8	11.7	11.6	10.1	9.0	7.0

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	98.2	98.2	98.5	98.5	99.0	99.6
FILTER MENTHOL	0.2	0.1	0.1	0.1	0.1	0.1
NON-FILTER	1.6	1.7	1.4	1.4	0.9	0.3

PRICE SEGMENTATION %

PREMIUM (VI)	1.4	1.2	1.2	1.1	1.3	1.1
HIGH (V)	15.6	13.2	13.4	13.5	15.4	13.1
MEDIUM (IV, III)	49.7	45.6	43.0	44.0	47.8	47.6
LOW (II, I)*	33.3	40.0	42.4	41.4	35.5	38.2

*In 1992, the low segment (Category II) is the largest individual segment at 35%.

096890009Z

LATIN AMERICA 9

(BRAZIL)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (6 - 10 mg.)	5.6	6.4	7.2	9.5	12.7	16.8
MEDIUM (10 - 15 mg.)	54.2	49.0	49.6	50.5	36.9	37.8
HIGH/FULL FLAVOR (15 mg and over)	40.2	44.6	43.2	40.0	50.4	45.4
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	0.5	0.1	0.1	--	--
80 MM to 85 MM	92.2	91.0	89.1	87.9	87.9	87.1
90 MM	0.1	0.6	0.8	0.8	0.8	0.9
100 MM	7.6	8.5	10.8	11.2	11.3	12.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	90.7	90.7	88.8	88.3	87.0	83.6
FLIP TOP BOX	9.3	9.3	11.2	11.7	13.0	16.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	3	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	3	3	3

196850005Z

LATIN AMERICA 10

(BRAZIL)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	NO	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	180.9	184.8	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	181.4	185.3	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	22,000.0	N.A.	N.A.	N.A.	N.A.	N.A.

2500058962

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	8.8	9.4	10.0	10.3	10.4	10.3
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.5	12.7	12.9	13.1	13.2
PER CAPITA CONSUMPTION	733	752	787	798	794	780
COMPANY SHARES %						
1) BAT (C.C.T.)	95.8	96.6	97.0	97.2	97.8	97.5
2) PHILIP MORRIS (MANUF. FACIL)	3.3	3.1	2.8	2.8	2.2	2.5
3) RJR (COSUR)	0.9	0.3	0.2	--	--	--

896850005Z

LATIN AMERICA 12

(CHILE)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)ADVANCE	B.A.T.	C.C.T.	24.4	23.2	21.3	20.6	20.1	18.4
2)LIFE	B.A.T.	C.C.T.	1.7	0.9	3.8	8.4	13.8	18.1
3)DERBY	B.A.T.	C.C.T.	23.2	23.5	21.8	19.5	17.9	16.1
4)BELMONT	B.A.T.	C.C.T.	9.9	9.4	9.7	12.5	14.1	13.8
5)HILTON	B.A.T.	C.C.T.	8.6	9.0	10.6	9.8	9.6	10.7
6)VICEROY	B.A.T.	C.C.T.	8.3	10.1	8.3	9.2	7.2	6.9
7)KENT	B.A.T.	C.C.T.	5.2	5.2	4.6	4.4	3.5	3.9
8)PALL MALL	B.A.T.	C.C.T.	2.0	1.9	3.5	3.8	3.2	3.5
9)LUCKY STRIKE	B.A.T.	C.C.T.	2.0	2.5	2.7	3.6	3.6	3.1
10)RECORD	B.A.T.	C.C.T.	6.1	8.3	7.5	4.0	3.5	2.2
11)MARLBORO	PHILIP MORRIS	F.A.C.I.L.	0.2	0.4	0.6	0.7	0.5	1.0
12)BOND	PHILIP MORRIS	F.A.C.I.L.	0.8	0.8	0.8	0.8	0.7	0.6
13)CHESTERFIELD	PHILIP MORRIS	F.A.C.I.L.	0.7	0.6	0.5	0.6	0.5	0.5
14)WINDSOR	B.A.T.	C.C.T.	1.1	1.0	1.1	1.0	0.8	0.4
15)TURBO	F.A.C.I.L.	F.A.C.I.L.	1.1	0.9	0.6	0.5	0.3	0.3
16)GALAXY		--	--	--	--	--	--	0.1
17)CASSINO	B.A.T.	C.C.T.	1.4	0.4	0.2	0.2	0.2	0.0
OTHERS			2.3	1.9	2.4	0.4	0.5	0.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.7	99.0	99.0	99.3	99.2	99.9
FILTER MENTHOL			0.4	--	0.1	--	0.1	0.1
NON-FILTER			0.9	1.0	0.9	0.7	0.7	0.0
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			9.4	9.5	4.8	4.3	3.8	4.2
HIGH			18.7	7.3	21.2	21.3	7.3	7.2
MEDIUM			25.4	38.5	49.1	50.5	24.9	22.7
MEDIUM/LOW			39.0	33.4	7.6	11.7	39.3	36.2
LOW			7.6	11.3	17.3	12.2	24.7	29.7
PACK TYPE SEGMENTATION %								
SOFT PACK			97.3	96.4	96.0	93.4	94.0	92.2
FLIP TOP BOX			2.7	3.6	4.0	6.6	6.0	7.8

2500058964

LATIN AMERICA 13

(CHILE)	1987	1988	1989	1990	1991	1992
---------	------	------	------	------	------	------

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

596850005Z

LATIN AMERICA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18,100	17,002	16,550	16,500	16,100	16,680
POPULATION TOTAL (MILLIONS)	28.9	30.0	30.5	31.0	31.6	34.3
PER CAPITA CONSUMPTION	626	567	543	532	510	486
COMPANY SHARES %						
1)CIA. COLOMBIANA DE TABACO (COL)	68.0	68.3	68.8	65.7	63.2	65.0
2)PROTABACO S.A. (PRO)	32.0	31.7	31.2	34.3	36.8	35.0

(COLOMBIA)			1987	1988	1989	1990	1991	1992
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) ROYAL	COL	COL	15.4	14.8	16.5	20.1	23.6	
2) PRESIDENT	PRO	PRO	18.3	18.2	17.0	20.5	22.2	
3) MUSTANG	PRO	PRO	13.7	13.5	14.2	13.8	14.6	
4) IMPERIAL SP	COL	COL	13.0	15.1	16.1	14.1	12.5	
5) PIELROJA REG	COL	COL	17.5	15.6	14.0	13.7	11.8	
6) DERBY	COL	COL	13.2	13.5	12.7	12.4	11.1	
7) CAMPEON	COL	COL	1.5	0.7	2.0	2.2	2.5	
8) HIDALGOS	COL	COL	2.9	2.3	2.3	1.2	0.8	
9) PIELROJA F.	COL	COL	2.2	1.9	2.0	0.8	0.6	
10) MONTECARLO FIL	PRO	PRO	1.0	0.7	0.7	0.2	0.1	
11) NACIONAL FIL	NAL	COL	1.3	0.9	0.5	0.4	0.0	
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			82.5	88.4	86.0	86.3	88.2	
NON-FILTER			17.5	15.6	14.0	13.7	11.8	
PRICE SEGMENTATION %								
PREMIUM (US 0.85 AND UP)			--	--	--	--	--	
HIGH (US 0.55 TO 0.70)			16.4	15.5	17.2	20.3	23.7	
MEDIUM (US 0.40 TO 0.50)			39.9	42.1	43.0	40.3	38.2	
LOW (US 0.29 TO 0.35)			26.2	25.0	23.8	25.1	26.1	
ECONOMY (US 0.20 TO 0.25)			17.5	15.6	14.0	13.7	11.8	
TAR & NICOTINE SEGMENTATION %								
LOW (BELOW 15 MG)			1.0	0.7	0.7	0.2	0.1	
HIGH/FULL FLAVOR (ABOVE 15 MG)			99.0	99.3	99.3	99.8	99.9	

2500058967

(COLOMBIA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	56.3	57.6	60.2	60.6	61.9	66.5
MIXED	19.8	19.9	19.0	22.7	24.6	18.7
BLACK	23.9	20.7	18.8	16.1	13.2	14.8
LENGTH SEGMENTATION %						
70 MM AND SHORTER	17.5	15.6	14.0	13.7	11.8	14.8
80 MM TO 85 MM	82.5	84.4	86.0	86.3	88.2	85.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.6	8.4	8.0	7.9	7.7	8.0
16 TO 19 CIGTS/PACK	12.7	11.6	14.0	13.7	11.8	--
20 CIGTS/PACK	71.9	76.0	78.0	78.4	80.5	92.0
PACK TYPE SEGMENTATION %						
SOFT PACK	83.6	84.5	82.8	79.7	76.3	75.8
FLIP TOP BOX	16.4	15.5	17.2	20.3	23.7	24.2

8968500052

(COLOMBIA)	1987	1988	1989	1990	1991	1992
------------	------	------	------	------	------	------

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	*	*	*	*	*	*

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Warning on TV advertising only.

69689000SZ

LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.3	2.1	2.0	2.1	2.0	2.1
POPULATION TOTAL (MILLIONS)	2.7	2.8	2.9	3.0	3.2	3.2
PER CAPITA CONSUMPTION	857	750	690	700	625	653
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	20.1	--	21.6	22.6
% OF FEMALE POPULATION	--	--	10.2	--	10.9	12.0
% OF MALE POPULATION	--	--	29.5	--	30.6	33.3
COMPANY SHARES %						
1)REPUBLIC TOBACCO CO.	72.5	72.5	72.5	71.7	70.2	69.0
2)TABACALERA COSTARRICENSE, S.A.	27.5	27.5	27.5	28.3	29.8	31.0

2500058970

LATIN AMERICA 19

(COSTA RICA)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	R.T.CO.	50.7	51.1	53.7	54.5	54.1	54.4
2) DERBY	B.A.T.	T.C.S.A.	20.6	20.9	21.6	22.5	23.9	24.8
3) MARLBORO	P.M.	T.C.S.A.	3.1	3.3	3.6	4.2	4.6	5.5
4) TICOS	B.A.T.	R.T.CO.	7.1	6.4	5.7	5.9	5.6	4.6
5) REX	B.A.T.	R.T.CO.	4.5	4.1	3.9	3.8	3.3	2.7
6) CAPRI	B.A.T.	R.T.CO.	4.3	3.8	3.4	3.0	2.7	2.2
7) BELMONT	B.A.T.	R.T.CO.	0.6	0.5	0.4	0.3	0.3	1.6
8) EMU	B.A.T.	R.T.CO.	1.6	2.3	1.8	1.5	1.3	1.0
9) KOOL	B.A.T.	R.T.CO.	0.5	0.6	0.5	0.6	0.7	0.6
10) VICEROY	B.A.T.	R.T.CO.	0.9	0.8	0.7	0.6	0.6	0.5
11) LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	0.8	1.2	0.5
12) TICOS (S/F)	B.A.T.	R.T.CO.	0.4	0.3	0.3	0.3	0.5	0.5
13) TEMPO	B.A.T.	R.T.CO.	--	--	0.7	0.4	0.4	0.3
14) MONTEREY	B.A.T.	T.C.S.A.	0.8	0.6	0.5	0.4	0.4	0.3
15) SAVOY	B.A.T.	T.C.S.A.	0.3	0.2	0.2	0.2	0.2	0.1
16) ROYAL	B.A.T.	T.C.S.A.	0.3	0.3	0.2	0.1	0.1	0.1
17) WEST	REEMSTMA	T.C.S.A.	0.6	0.4	0.2	0.2	0.1	--
18) FORTUNA	B.A.T.	T.C.S.A.	0.2	0.1	0.1	0.1	0.0	--
19) HILTON	B.A.T.	T.C.S.A.	--	0.5	0.3	0.1	0.0	--
OTHERS			2.9	2.4	1.8	0.8	0.6	0.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	97.3	96.7	96.7	97.2	97.1	96.2
FILTER MENTHOL	1.4	2.2	2.3	2.0	2.2	2.3
NON-FILTER	1.3	1.1	1.0	0.8	0.7	1.5

PRICE SEGMENTATION %

PREMIUM A	--	--	--	--	--	--
PREMIUM B	10.2	9.7	9.4	9.6	9.6	9.5
HIGH	26.6	28.0	27.5	28.2	29.3	30.4
MEDIUM A	53.7	53.9	55.7	55.8	55.1	54.8
MEDIUM B	8.2	7.3	6.4	5.6	5.3	4.7
LOW	1.3	1.1	1.0	0.8	0.8	0.6

(COSTA RICA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.3	1.1	1.0	0.8	0.6	0.7
80 MM TO 85 MM	98.7	98.9	99.0	98.8	99.0	99.0
95 MM	--	--	--	0.4	0.4	0.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	75.0	73.8	73.2	71.4	68.0	66.5
FLIP TOP BOX	25.0	26.2	26.8	28.6	32.0	33.5
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.0	96.5	96.4	96.3	95.6	94.4
LOW	3.0	3.5	3.6	3.7	4.4	5.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

2500058972

LATIN AMERICA 21

(COSTA RICA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2500058973

LATIN AMERICA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,466	4,462	4,570	4,405	4,349	4,429
POPULATION TOTAL (MILLIONS)	6.2	6.4	6.5	6.6	6.7	6.7
PER CAPITA CONSUMPTION	720	697	703	667	649	657
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.2	18.0	18.0	18.0	17.9	17.7
% OF FEMALE POPULATION	19.3	19.0	19.1	19.0	18.9	18.7
% OF MALE POPULATION	18.7	18.5	18.4	18.4	18.3	18.1
COMPANY SHARES % *						
1) E. LEON JIMENES, C. POR A. (PM)	65.1	69.9	70.7	73.1	74.2	78.3
2) COMPANIA ANOMINA TABACALERA	34.9	30.1	29.3	26.9	25.8	21.7
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) MARLBORO	P.M.	E.L.J.	45.1	49.3	51.1	49.3
2) NACIONAL	E.L.J.	E.L.J.	16.6	18.3	19.6	24.0
3) MONTECARLO	C.A.T.	C.A.T.	26.4	22.2	19.1	16.6
4) CREMAS	C.A.T.	C.A.T.	3.0	2.7	3.5	2.6
5) CASINO	C.A.T.	C.A.T.	2.0	2.0	2.5	1.6
						46.7
						27.5
						15.0
						2.7
						1.8
						49.2
						28.6
						12.4
						2.3
						1.0

*Market shares for 1987-1991 based on tax stamps. In 1992, data based on industry exchange.

(DOMINICAN REPUBLIC)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	89.2	90.8	90.0	90.2	89.8	90.5
FILTER MENTHOL	5.7	6.5	6.5	7.2	7.5	7.2
NON-FILTER	5.1	2.7	3.5	2.6	2.7	2.3
PRICE SEGMENTATION %						
HIGH	74.8	75.0	73.8	69.8	65.7	65.4
MEDIUM-HIGH	16.9	18.3	20.2	26.0	29.8	0.5
MEDIUM	8.3	6.7	6.0	4.2	4.5	28.6
MEDIUM-LOW	--	--	--	--	--	2.1
LOW	--	--	--	--	--	3.4
TAR & NICOTINE SEGMENTATION %						
LOW	6.0	6.5	7.1	7.1	6.9	7.6
HIGH/FULL FLAVOR	94.0	93.5	92.9	92.9	93.1	92.4
TOBACCO TYPE SEGMENTATION %						
BLOND (AMERICAN)	91.7	93.3	94.0	95.8	95.5	96.6
BLACK	8.3	6.7	6.0	4.2	4.5	3.4
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.1	--	--	0.1	--	--
80 MM TO 85 MM	99.9	100.0	100.0	99.9	100.0	100.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	76.0	74.5	76.0	76.0	76.5	77.3
20 CIGTS/PACK	24.0	25.5	24.0	24.0	23.5	22.7
PACK TYPE SEGMENTATION %						
SOFT PACK	87.0	86.3	85.5	85.5	86.6	85.2
FLIP TOP BOX	13.0	13.7	14.5	14.5	13.4	14.8

546850005Z

LATIN AMERICA 24

(DOMINICAN REPUBLIC)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058976

LATIN AMERICA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,604	3,076	3,069	3,045	2,949	3,024
POPULATION TOTAL (MILLIONS)	9.9	10.2	10.5	10.8	11.1	11.4
PER CAPITA CONSUMPTION	363	302	292	282	265	265
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.1	34.0	33.1	33.1	32.4	31.1
% OF FEMALE POPULATION	17.2	17.3	12.0	12.0	13.0	13.0
% OF MALE POPULATION	51.5	51.9	55.5	55.5	52.0	48.0
COMPANY SHARES %						
1) PROESA	80.9	81.3	80.1	79.5	79.5	78.6
2) EL PROGRESO	19.1	18.7	19.9	20.5	20.5	21.4

2500058977

LATIN AMERICA 26

(ECUADOR)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LARK	P.M.I.	TANASA	39.1	40.1	36.1	35.4	34.6	33.8
2) LIDER	P.M.I.	TANASA	30.1	29.0	31.3	31.8	32.4	32.7
3) FULL SPEED	EL PROG.	EL PROGRESO	11.8	13.1	15.9	17.3	17.7	17.7
4) MARLBORO	P.M.I.	TANASA	8.9	10.4	9.2	9.3	9.8	10.1
5) SUPERIOR	P.M.I.	TANASA	0.8	0.6	3.0	2.7	2.4	2.0
6) RUBIOS	EL PROG.	EL PROGRESO	--	--	--	--	--	1.6
7) KING	EL PROG.	EL PROGRESO	1.5	1.5	1.1	1.1	1.1	1.2
8) MONT BLANC	EL PROG.	EL PROGRESO	--	--	--	--	0.5	0.7
9) DORAL	EL PROG.	EL PROGRESO	4.4	2.9	2.1	1.2	0.8	0.2
10) CHESTERFIELD	P.M.I.	TANASA	0.9	0.5	0.5	0.4	0.4	--
11) SALEM	R.J. REYNOLDS	EL PROGRESO	0.7	0.9	0.8	0.8	0.3	--
OTHERS			0.1	<0.1	--	--	0.5	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL) REGULAR			12.6	13.9	14.7	15.7	16.2	15.9
FILTER MENTHOL			0.9	0.9	1.7	0.8	0.8	0.7
NON-FILTER			12.0	12.2	13.1	15.2	15.1	15.0
FILTER CHARCOAL			74.5	72.4	70.4	68.4	67.9	68.4
PRICE SEGMENTATION %								
PREMIUM			49.8	52.0	46.6	45.9	45.0	43.8
HIGH			35.2	32.3	33.4	33.0	33.8	33.6
MEDIUM			1.2	0.8	--	--	--	1.6
LOW			1.2	1.2	1.1	1.1	1.1	1.2
ECONOMY			12.6	13.7	18.9	20.0	20.1	19.8
TAR & NICOTINE SEGMENTATION %								
MEDIUM			37.6	35.0	36.2	36.2	37.2	38.9
HIGH/FULL FLAVOR			62.4	65.0	63.8	63.8	62.8	61.1
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			87.4	86.3	81.1	80.0	79.9	80.3
BLACK			12.6	13.7	18.9	20.0	20.1	19.7

876890009Z

LATIN AMERICA 27

(ECUADOR)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	12.0	12.2	13.1	15.2	15.1	15.0
80 MM to 85 MM	88.0	87.8	86.9	84.8	84.9	85.0
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.5	3.6	2.5	3.3	3.9	5.8
20 CIGTS/PACK	96.5	96.4	97.5	96.7	96.1	94.2
PACK TYPE SEGMENTATION %						
SOFT PACK	17.5	16.9	14.4	18.4	19.0	22.2
FLIP TOP BOX	82.5	83.1	85.6	81.6	81.0	77.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

6168500052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,930	1,876	1,407	1,559	1,426	1,273
POPULATION TOTAL (MILLIONS)	4.9	5.2	5.3	5.3	5.4	5.5
PER CAPITA CONSUMPTION	394	361	265	296	264	231
SMOKER INCIDENCE						
% of TOTAL POPULATION	20.2	22.4	20.5	20.4	19.4	19.4
% OF FEMALE POPULATION	3.9	5.6	4.7	4.9	2.4	2.4
% of MALE POPULATION	35.2	37.8	36.5	35.9	36.3	36.3
COMPANY SHARES %						
1) CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	75.1	78.4	73.7	74.5	72.3	72.3
2) TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	20.9	21.6	26.3	25.5	27.7	27.7

0868500052

(EL SALVADOR)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	MORAZAN	57.8	57.4	57.3	58.6	57.6	58.6
2) DIPLOMAT	P.M.I.	TASASA	10.8	12.3	15.6	14.8	17.1	17.9
3) MARLBORO	P.M.I.	TASASA	4.9	4.8	6.0	6.0	6.1	7.2
4) CASINO	B.A.T.	MORAZAN	10.6	10.0	8.3	7.2	6.8	5.5
5) REX	B.A.T.	MORAZAN	4.0	3.9	2.8	2.5	2.1	2.3
6) YORK	B.A.T.	MORAZAN	1.9	3.6	2.7	1.8	1.8	1.8
7) BARONET	P.M.I.	TASASA	4.5	4.0	3.7	2.5	2.3	1.6
8) WINDSOR	B.A.T.	MORAZAN	2.3	2.0	1.5	1.3	1.2	1.2
9) L&M KS	P.M.I.	TASASA	--	--	--	0.4	1.7	1.0
10) FREE	B.A.T.	MORAZAN	--	--	--	--	--	0.8
11) IMPERIAL	B.A.T.	MORAZAN	--	--	--	1.9	1.2	0.7
12) LUCKY STRIKE	B.A.T.	MORAZAN	--	--	--	--	0.8	0.7
13) VICEROY	B.A.T.	MORAZAN	0.7	0.5	0.5	0.5	0.4	0.3
14) KOOL	B.A.T.	MORAZAN	--	--	--	0.3	0.2	0.2
15) POLAR	B.A.T.	MORAZAN	1.4	0.8	0.4	0.3	0.2	0.2
16) MASTER	P.M.I.	TASASA	--	--	--	1.2	0.5	--
17) LIDER	P.M.I.	TASASA	--	--	0.8	0.5	0.0	--
18) CARIBE	P.M.I.	TASASA	0.3	0.3	0.3	0.1	0.0	--
19) FIESTA	B.A.T.	MORAZAN	0.1	0.1	0.1	0.1	0.0	--

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	92.6	91.8	90.6	91.3	90.4	89.8
FILTER MENTHOL	7.3	7.9	9.4	8.7	9.6	10.2
NON-FILTER	0.1	0.0	0.0	0.0	0.0	0.0

TAR & NICOTINE SEGMENTATION %

HIGH/FULL FLAVOR	95.4	96.1	96.2	96.8	97.0	95.8
LOW	4.6	3.9	3.8	3.2	3.0	4.2

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	100	100	100	100	100	100
-----------------	-----	-----	-----	-----	-----	-----

1848500052

LATIN AMERICA 30

(EL SALVADOR)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.4	0.4	0.2	0.0	0.0
80 MM TO 85 MM	86.3	83.0	74.8	76.5	73.1	70.8
100 MM	13.3	16.6	24.8	23.8	26.9	29.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	95.5	95.8	94.5	93.5	91.5	90.6
FLIP TOP BOX	4.5	4.2	5.5	6.5	8.5	9.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058982

(EL SALVADOR)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES

YES

YES

YES

YES

YES

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

2500058983

LATIN AMERICA 32

(GUATEMALA)	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
HIGH	3.3	3.8	4.1	3.7	4.2	5.4
MED-HIGH	23.2	24.3	24.4	18.1	13.8	13.8
MEDIUM	57.7	58.6	59.9	67.9	72.8	73.1
MED-LOW	13.4	11.2	9.5	8.2	7.1	5.8
LOW	2.4	2.1	2.1	2.1	2.1	1.9
TAR & NICOTINE SEGMENTATION %						
LOW	2.5	2.8	3.2	2.6	3.3	3.0
HIGH/FULL FLAVOR	97.5	97.2	96.8	97.4	96.7	97.0
TOBACCO TYPE SEGMENTATION %						
BLACK	2.4	2.1	2.1	2.1	2.1	1.8
BLOND	97.6	97.9	97.9	97.9	97.9	98.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	16.0	13.5	11.7	10.4	9.3	7.5
80 MM to 85 MM	74.9	77.8	80.4	84.0	87.3	90.5
90 MM TO 99 MM	7.7	6.9	6.0	4.1	2.1	0.6
OVER 100 MM	1.4	1.8	1.9	1.5	1.3	1.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	95.1	82.1	71.4
10 CIGTS/PACK	--	--	--	4.9	17.9	28.6
PACK TYPE SEGMENTATION %						
SOFT PACK	96.3	94.5	94.7	95.4	95.2	94.0
FLIP TOP BOX	3.7	5.5	5.3	4.6	4.8	6.0

5848500052

(GUATEMALA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058986

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	50.6	46.4	51.3	52.5	51.6	52.4
POPULATION TOTAL (MILLIONS)	81.9	83.3	84.6	81.2	82.1	83.2
PER CAPITA CONSUMPTION	618	557	606	646	629	631
SMOKER INCIDENCE						
% OF TOTAL POPULATION	38.0	36.9	35.6	36.2	32.9	32.8
% OF FEMALE POPULATION	11.0	11.0	11.0	11.0	10.0	9.0
% OF MALE POPULATION	31.0	31.0	29.0	30.0	28.0	26.0
COMPANY SHARES %						
1) MODERNA	60.1	59.6	59.1	58.0	57.2	55.8
2) CIGATAM	39.9	40.4	40.9	42.0	42.8	44.2

2500058987

(MEXICO)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	CIGATAM	14.7	16.0	20.5	24.7	26.6	27.1
2) RALEIGH	MODERNA	MODERNA	21.4	21.1	23.0	24.7	23.8	22.3
3) MONTANA	MODERNA	MODERNA	5.7	8.0	8.9	8.5	8.9	10.4
4) FIESTA	MODERNA	MODERNA	15.4	13.6	12.8	11.7	11.2	10.2
5) DELICADOS	CIGATAM	CIGATAM	10.1	9.9	8.4	7.2	7.3	8.3
6) ALAS	MODERNA	MODERNA	7.6	7.4	6.1	5.4	5.4	5.7
7) FAROS	CIGATAM	CIGATAM	5.4	5.7	4.4	3.8	3.7	4.3
8) VICEROY	MODERNA	MODERNA	2.0	1.9	1.8	1.9	2.4	2.3
9) BENSON&HEDGES	PM	CIGATAM	1.1	1.4	2.0	2.2	2.1	2.0
10) BARONET	CIGATAM	CIGATAM	4.5	3.1	2.9	2.4	1.8	1.4
11) GRATOS	MODERNA	MODERNA	-	0.9	1.0	0.9	0.9	0.9
12) SALEM	RJR	MODERNA	0.4	0.5	0.6	0.8	0.9	0.8
13) DEL PRADO	MODERNA	MODERNA	1.7	1.6	1.2	0.9	0.9	0.8
14) DALTON	CIGATAM	CIGATAM	1.7	2.8	1.5	0.8	0.6	0.7
15) ARGENTINOS	MODERNA	MODERNA	1.0	0.9	0.7	0.6	0.5	0.5
16) BOHEMIOS	MODERNA	MODERNA	1.2	0.9	0.4	0.3	0.2	0.2
17) KENT	MODERNA	MODERNA	-	0.9	0.9	1.0	0.7	0.0
18) OTHERS			5.2	3.4	2.9	2.2	2.1	2.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	70.0	71.4	75.0	77.9	79.3	77.5
FILTER MENTHOL	1.1	1.3	1.6	1.9	2.0	1.9
NON-FILTER	28.0	26.2	22.3	19.1	17.6	19.5
NON-FILTER MENTHOL	0.9	1.1	1.1	1.1	1.1	1.1

PRICE SEGMENTATION %

HIGH	42.3	42.8	49.9	56.1	57.5	55.6
MEDIUM	29.8	29.9	27.8	24.9	23.8	23.8
LOW	27.9	27.3	22.3	19.0	18.7	20.6

8868500052

(MEXICO)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (9.0 - 12.0 MG)	3.2	3.4	4.0	5.0	6.0	7.5
MEDIUM (13.0 - 15.0 MG)	7.1	6.5	4.4	3.4	2.6	2.2
HIGH/FULL FLAVOR (15.0 - 20.0 MG)	89.7	90.1	91.6	91.6	91.4	90.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	41.0	42.3	49.9	55.9	57.5	55.4
MIXED	30.3	30.0	27.7	25.0	23.7	23.6
BLACK	28.7	27.7	22.4	19.1	18.9	21.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	30.8	29.5	29.7	30.5	29.0	27.3
71 MM TO 79 MM	18.8	19.5	15.8	13.3	13.6	15.7
80 MM to 85 MM	49.3	49.6	52.8	54.2	55.1	55.0
100 MM	1.1	1.4	1.7	2.0	2.3	2.0
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	7.1	8.1	5.9	4.5	4.2	4.9
16 TO 19 CIGTS/PACK	14.6	14.3	11.2	9.6	9.6	10.7
20 CIGTS/PACK	78.3	77.6	82.9	85.9	86.2	84.4
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	23.0	26.6	29.7	31.8	32.9	34.4
SOFT PACK	77.0	73.4	70.3	68.2	67.1	65.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

6868500052

(MEXICO)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES

YES

YES

YES

YES

YES

NO

NO

NO

NO

NO

NO

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

2500058990

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	809.7	671.4	618.4	775.2	746.1	704.2
POPULATION TOTAL (MILLIONS)	2,146	2,199	2,254	2,315	2,373	2,985
PER CAPITA CONSUMPTION	377	305	274	335	314	236
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	19.0	N.A.	17.6
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	7.0	N.A.	5.3
% OF MALE POPULATION	N.A.	N.A.	N.A.	32.0	N.A.	30.3

COMPANY SHARES %

1) TISA (B.A.T.)	60.4	60.4	63.5	64.1	64.5	65.6
2) TABACAL (P.M.I.)	39.6	39.6	36.5	35.9	35.5	34.4

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) VICEROY	B.A.T.	TISA	33.8	32.9	32.7	31.8	31.3	28.4
2) MARLBORO	P.M.I.	TABACAL	21.6	21.4	19.3	20.1	19.1	18.8
3) KOOL	B.A.T.	TISA	13.1	13.0	13.7	14.6	15.2	14.6
4) LUCKY STRIKE	B.A.T.	TISA	1.8	3.0	5.0	7.2	8.6	13.2
5) MENTOLADOS	TABACAL	TABACAL	8.1	8.5	8.4	7.5	7.3	6.2
6) L&M	P.M.I.	TABACAL	-	-	-	0.7	3.7	6.1
7) RECORD	B.A.T.	TISA	3.9	4.2	4.7	3.9	4.0	4.2
8) IMPERIAL	B.A.T.	TISA	3.0	3.1	3.3	3.0	3.0	3.3
9) BELMONT	B.A.T.	TISA	4.0	3.7	3.6	2.6	2.2	1.5
10) MERIT	P.M.I.	TABACAL	1.9	2.0	1.8	1.6	1.4	1.3
11) WEST	REEMTSMA	TABACAL	3.7	3.6	3.5	3.1	1.9	1.2
12) MONTEREY	TABACAL	TABACAL	1.6	1.5	1.3	1.1	0.7	0.6
13) NACIONAL	TABACAL	TABACAL	0.8	0.8	0.6	0.6	0.4	0.2
14) PARLIAMENT	P.M.I.	TABACAL	0.6	0.6	0.5	0.4	0.4	0.2
OTHERS			3.9	4.7	6.6	1.8	0.8	0.2

1668500052

LATIN AMERICA 40

(PANAMA)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	75.4	74.8	74.1	74.8	74.5	73.8
FILTER MENTHOL	24.6	25.2	25.9	25.2	25.5	26.2
PRICE SEGMENTATION %						
PREMIUM	0.2	0.2	0.2	0.2	0.2	0.2
HIGH	71.6	70.3	68.4	68.7	67.6	62.9
MEDIUM	13.0	13.0	12.7	10.7	9.9	8.1
LOW	15.2	16.5	18.7	20.4	22.3	28.8
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5MG)	3.6	4.2	4.3	4.4	4.9	5.7
HIGH/FULL FLAVOR (15.0-17.0 MG)	96.4	95.8	95.7	95.6	95.1	94.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 MM TO 85 MM	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	55.4	57.8	59.7	58.7	59.9	63.6
20 CIGTS/PACK	44.6	42.2	40.3	41.3	40.1	36.4
PACK TYPE SEGMENTATION %						
SOFT PACK	86.7	87.0	87.3	83.4	75.9	64.2
FLIP TOP BOX	13.3	13.0	12.7	16.1	24.1	35.8

25005892

LATIN AMERICA 41

(PANAMA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

8668500052

LATIN AMERICA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

NAME OF MARKET:	1987	1988	1989	1990	1991	1992		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)								
LOCAL MANUFACTURE	3,301	3,188	3,082.6	2,924	3,010.4	2,984.0		
IMPORTED FROM USA	2,724	2,538	2,379	2,114	2,103	2,115		
IMPORTED FROM GUATEMALA	577	608	600	706	804	737		
IMPORTED FROM PANAMA	--	42	104	104	104	79		
	--	--	--	--	--	53		
POPULATION TOTAL (MILLIONS)								
PER CAPITA CONSUMPTION	3.3	3.3	3.3	3.3	3.5	3.5		
	1,000	966	934	885	860	853		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	22.1	22.1	N/A	42.5	41.6	20.5		
% OF FEMALE POPULATION	12.0	12.0	N/A	39.8	38.8	38.1		
% OF MALE POPULATION	31.0	31.0	N/A	45.5	44.6	61.9		
COMPANY SHARES %								
1) R.J. REYNOLDS	74.1	79.6	77.2	72.3	69.8	70.9		
2) PHILIP MORRIS	12.2	13.1	12.6	16.3	18.8	18.4		
OTHERS	13.7	7.3	10.2	11.4	11.4	10.7		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	62.6	70.4	68.6	63.4	61.5	62.3
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	5.3	6.0	5.8	8.1	9.9	8.6
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	9.6	8.5	8.0	8.0	7.9	8.0
4) MERIT	PHILIP MORRIS	PHILIP MORRIS	5.0	5.1	4.9	5.9	5.9	4.9
OTHERS			17.5	10.0	12.7	14.6	14.8	16.2

(PUERTO RICO)

1987

1988

1989

1990

1991

1992

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)

85.0

85.4

84.6

83.3

83.6

82.8

FILTER MENTHOL

14.0

14.4

15.2

16.5

16.3

17.1

NON-FILTER

1.0

0.2

0.2

0.2

0.1

0.1

TAR & NICOTINE SEGMENTATION %

LOW

13.0

6.4

6.4

8.0

9.0

9.9

FULL FLAVOR

87.0

93.6

93.6

92.0

91.0

90.1

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN

100.0

100.0

100.0

100.0

100.0

100.0

LENGTH SEGMENTATION %

70 MM AND SHORTER

1.0

1.0

1.0

0.2

0.1

0.1

80 MM to 85 MM

97.0

97.0

97.0

97.2

97.0

97.0

100 MM

2.0

2.0

2.0

2.6

2.9

2.9

PACK COUNT SEGMENTATION %

UP TO 10 CIGTS/PACK

14.4

14.2

14.2

14.0

16.1

14.4

14 CIGTS/PACK

0.7

0.9

1.2

4.9

9.0

9.0

20 CIGTS/PACK

84.3

84.2

84.6

81.1

74.9

76.6

PACK TYPE SEGMENTATION %

SOFT PACK

23.0

7.0

7.0

7.0

7.0

7.0

FLIP TOP BOX

77.0

93.0

93.0

93.0

93.0

93.0

566850009Z

LATIN AMERICA 44

(PUERTO RICO)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,136.9	3,201.8	3,308.3	3,145.1	3,255.5	3,486.4
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	1,045	1,067	1,103	1,048	1,085	1,162
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.0	34.0	34.0	37.0	35.0	32.0
% OF FEMALE POPULATION	49.0	49.0	49.0	14.0	45.0	44.0
% OF MALE POPULATION	51.0	51.0	51.0	23.0	54.0	56.0
COMPANY SHARES %						
1) MAILHOS GROUP	77.3	77.3	77.3	76.1	74.8	74.5
2) A.H.S.A. - PHILIP MORRIS	22.7	22.7	22.7	23.9	25.2	25.5

2500058997

LATIN AMERICA 46

(URUGUAY)		1987	1988	1989	1990	1991	1992
BRAND SHARES %							
BRAND NAME	MANUFACTURER						
1) NEVADA	MAILHOS	37.7	39.0	39.6	39.0	37.4	39.1
2) CORONADO	MAILHOS	17.3	17.8	17.9	17.2	16.2	15.9
3) CASINO 80	AHSA	13.1	13.0	12.8	13.0	13.4	13.0
4) FIESTA LIGHTS	AHSA	1.7	2.5	3.7	5.0	6.6	7.2
5) J&M LIGHTS	MAILHOS	4.2	4.4	4.6	5.0	5.6	5.8
6) NEVADA LIGHTS BOX	MAILHOS	--	--	--	--	1.0	2.5
7) MARLBORO	AHSA	1.9	1.7	1.7	1.9	2.1	2.3
8) CORONADO UL. LIGHTS	MAILHOS	3.0	3.0	2.9	2.4	2.2	2.1
9) CORONADO LIGHTS	MAILHOS	0.2	0.1	0.5	1.9	2.0	1.5
10) J&M	MAILHOS	3.4	2.6	2.1	1.9	1.8	1.5
11) LA PAZ EXTRA	MAILHOS	3.0	2.5	2.3	2.0	1.7	1.5
12) GALAXY	AHSA	3.4	2.7	2.3	2.0	1.4	1.1
13) RICHMOND	MAILHOS	1.2	1.2	1.1	1.1	1.0	1.0
14) LA PAZ C/F	MAILHOS	1.5	1.3	1.2	1.0	0.9	0.8
15) RICHMOND LIGHTS	MAILHOS	0.8	0.8	0.8	0.6	0.7	0.8
16) MARLBORO LIGHTS	AHSA	--	--	--	--	--	0.4
OTHERS		5.9	6.0	5.1	7.3	6.0	3.5
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		95.5	96.2	96.6	96.9	97.3	97.7
FILTER MENTHOL		0.1	0.1	--	0.1	0.1	--
NON-FILTER		4.4	3.9	3.4	3.0	2.6	2.3
PRICE SEGMENTATION %							
PREMIUM		2.0	1.9	1.9	2.0	1.9	2.3
HIGH		68.1	69.2	70.6	71.0	71.2	72.5
MEDIUM		23.4	22.1	21.3	21.3	21.9	21.0
LOW		6.5	6.8	6.2	5.7	5.0	4.2
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (0 TO 6 MG)		2.0	0.1	--	--	--	--
LOW (6 MG TO 9 MG)		5.2	5.3	5.2	4.4	3.6	2.3
MEDIUM (10 MG TO 15 MG)		7.9	8.6	44.1	48.6	31.4	33.8
HIGH/FULL FLAVOR (15 MG ABOVE)		84.9	86.0	50.7	47.0	65.0	63.9

86685000SZ

(URUGUAY)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	93.5	94.6	95.1	95.7	96.4	96.9
BLACK	6.5	5.4	4.9	4.3	3.6	3.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	5.2	4.4	4.0	3.4	2.9	2.6
80 MM to 85 MM	93.2	94.3	94.8	95.6	96.4	96.8
100 MM	1.6	1.3	1.2	1.0	0.7	0.6
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.8	5.6	5.4	5.4	5.4	5.3
16 TO 19 CIGTS/PACK	5.1	4.2	3.9	3.3	2.8	2.5
20 CIGTS/PACK	88.9	90.1	90.6	91.2	91.7	92.1
25 CIGTS/PACK (27 CIGTS/PACK)	0.2	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.6	96.7	95.0	91.9	88.4	80.4
FLIP TOP BOX	2.4	3.3	5.0	8.1	11.6	19.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

666850005Z

(URUGUAY)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	757.3	829.0	856.0	1,047.0	983.7	880.3

0006500092

LATIN AMERICA 49

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,380	17,800	17,292	15,862	12,656	13,367
POPULATION TOTAL (MILLIONS)	18.3	18.7	19.2	19.7	18.1	19.0
PER CAPITA CONSUMPTION	951	949	898	804	699	703
SMOKER INCIDENCE						
% OF TOTAL POPULATION	20.0	20.0	19.0	30.0	25.0	23.0
% OF FEMALE POPULATION	43.0	43.0	43.0	34.0	23.0	18.0
% OF MALE POPULATION	57.0	57.0	57.0	27.0	26.0	27.0
COMPANY SHARES %						
1) BIGOTT (B.A.T.)	76.5	76.5	73.0	75.7	76.9	71.6
2) CATANA	23.5	23.5	27.0	24.3	23.1	28.4

2500059001

(VENEZUELA)

1987 1988 1989 1990 1991 1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	42.8	47.2	45.7	40.5	40.6	39.0
2) CONSUL	B.A.T.	BIGOTT	33.1	31.8	22.9	34.3	35.6	32.0
3) ASTOR	CATANA	CATANA	12.1	11.3	13.5	9.4	13.5	17.6
4) MARLBORO	P. MORRIS	CATANA	1.6	2.0	2.5	3.7	3.6	6.0
5) FORTUNA	CATANA	CATANA	--	--	10.7	11.0	6.0	4.4
6) VICEROY	B.A.T.	BIGOTT	0.5	0.5	0.5	0.5	0.3	0.2
7) YORK	CATANA	CATANA	2.0	1.2	1.5	--	--	--
8) LIDER	P. MORRIS	CATANA	2.2	1.3	1.1	--	--	--
9) OTHERS			5.7	4.7	1.6	0.6	0.4	0.8

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL	0.1	0.1	0.1	0.1	0.1	0.1

PRICE SEGMENTATION %

PREMIUM	1.4	1.5	3.2	1.5	4.3	6.6
HIGH	59.0	54.1	59.3	43.2	40.7	39.4
MEDIUM	39.6	39.2	26.9	--	--	--
LOW	---	5.2	10.6	55.3	55.0	54.0

(VENEZUELA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	95.7	95.9	95.1	95.9	94.8	92.2
80 MM to 85 MM	3.9	3.6	4.4	3.5	4.6	7.2
100 MM	0.4	0.5	0.5	0.6	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	96.9	95.9	94.3	89.3	85.1	82.8
10 CIGTS/PACK	2.9	3.9	5.6	10.7	14.9	17.2
14 CIGTS/PACK	0.2	0.2	0.1	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	96.9	96.8	96.0	96.6	95.4	92.9
FLIP TOP BOX	3.1	3.2	4.0	3.4	4.6	7.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	3/2	3/2	2	2
B) RADIO	2	2	3/2	3/2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1/2	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	7.1	--	--	--	--	--
HIGH/FULL FLAVOR (10.0 MG AND ABOVE;						
Nicotine: 0.70 MG AND ABOVE)	92.8	99.9	99.9	99.9	99.9	99.9

800690005Z

LATIN AMERICA 52

(VENEZUELA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO

2500059004

CANADA

2500059005

VI. CANADA

2500059006

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	52,419	50,915	47,430	45,710	38,907	34,860
POPULATION TOTAL (MILLIONS)	25.9	26.1	26.2	26.4	26.8	27.3
PER CAPITA CONSUMPTION	2,027	1,951	1,808	1,727	1,453	1,279

COMPANY SHARES %

1) IMPERIAL	54.6	56.3	58.0	60.3	62.1	66.6
2) ROTHMANS, BENSON & HEDGES*	28.8	27.0	25.1	23.3	22.4	20.8
3) MACDONALD	16.6	16.7	16.9	16.4	15.5	12.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS	B.A.T.	IMPERIAL	23.5	24.9	25.5	26.2	27.4	30.2
2) DU MAURIER	B.A.T.	IMPERIAL	19.7	20.3	21.6	23.6	24.7	26.4
3) EXPORT	R.J. REYNOLDS	MACDONALD	12.9	14.1	14.7	14.6	13.8	11.2
4) MATINEE	B.A.T.	IMPERIAL	5.6	5.8	6.1	6.0	5.8	6.0
5) CRAVEN	ROTHMANS	R.B.H.	7.5	6.9	6.4	6.0	5.8	5.5
6) ROTHMANS	ROTHMANS	R.B.H.	7.0	6.8	6.3	5.9	5.7	5.2
7) BENSON & HEDGES	PHILIP MORRIS	R.B.H.	4.1	3.8	3.6	3.4	3.5	3.5
8) BELVEDERE	PHILIP MORRIS	R.B.H.	2.6	2.6	2.4	2.3	2.0	1.8
9) NUMBER 7	ROTHMANS	R.B.H.	2.8	2.2	1.9	1.8	1.7	1.7
10) CAMEO	B.A.T.	IMPERIAL	1.7	1.7	1.6	1.6	1.6	1.6
11) VISCOUNT	PHILIP MORRIS	R.B.H.	1.4	1.3	1.3	1.2	1.2	1.2
12) PETER JACKSON	B.A.T.	IMPERIAL	2.1	1.8	1.5	1.3	1.1	1.1
13) MARK TEN	PHILIP MORRIS	R.B.H.	1.9	1.8	1.7	1.5	1.2	0.9
14) VANTAGE	R.J. REYNOLDS	MACDONALD	1.0	1.1	1.1	0.9	0.9	0.7
15) MACDONALD	R.J. REYNOLDS	MACDONALD	2.6	1.4	1.1	0.9	0.8	0.6

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

CANADA 1

250059007

(CANADA)

1987

1988

1989

1990

1991

1992

LENGTH SEGMENTATION %

REGULAR SIZE

50.3

51.2

51.7

51.4

50.1

47.4

KING SIZE

44.6

43.6

42.9

43.2

44.0

46.1

100 MM

5.1

5.2

5.4

5.4

5.9

6.5

MARKET SEGMENTATION %

FILTER

98.4

98.6

98.7

98.8

98.9

99.0

PLAIN

1.6

1.4

1.3

1.2

1.1

1.0

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN

0.5

0.7

0.5

0.3

0.3

0.2

VIRGINIA

99.5

99.3

99.5

99.7

99.7

99.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

2

2

2

2

2

2

B) RADIO

2

2

2

2

2

2

C) NEWSPAPERS

1

1

1

1

2

2

D) MAGAZINES

1

1

1

1

2

2

E) COUPONS

3

3

3

3

2

2

F) POINT OF SALE

1

1

1

1

2

2

G) BILLBOARDS

3

3

3

3

2

2

H) CINEMA

1

1

1

1

2

2

I) SAMPLING (12 MONTHS ON NEW INTRODUCTION)

CANADA 2

800650009Z

(CANADA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

*CIGARS (MILLIONS)

261.0	239.0	231.0	190.2	337.7	N.A.
-------	-------	-------	-------	-------	------

*(LOCAL PRODUCTION. DOES NOT INCLUDE
IMPORTS WHICH REPRESENT A SUBSTANTIAL
PART OF THE MARKET).

600650005Z

CANADA 3

VII. U.S.A MARKET

7500059010.4

USA

2500059010

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	570,034	557,803	523,587	521,811	509,217	507,030
POPULATION TOTAL (MILLIONS)	243.1	246.0	248.3	250.4	252.5	254.5
PER CAPITA CONSUMPTION	2,345	2,267	2,109	2,084	2,017	1,992
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.3	29.0	28.8	29.1	27.7	26.8
% OF FEMALE POPULATION	28.4	27.0	26.9	27.3	26.0	25.2
% OF MALE POPULATION	32.5	31.1	30.8	31.1	29.7	28.6
COMPANY SHARES %						
1) PHILIP MORRIS	37.8	39.3	41.9	42.3	43.3	42.3
2) R.J. REYNOLDS	32.5	31.8	28.5	29.6	27.8	28.8
3) BROWN & WILLIAMSON	11.0	10.9	11.4	10.3	11.1	11.9
4) LORILLARD	8.2	8.2	7.9	7.6	7.3	7.2
5) AMERICAN BRANDS	6.9	7.0	7.0	6.8	7.0	6.8
6) LIGGETT	3.5	2.8	3.3	3.4	3.4	3.0

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

(U.S.A.)

		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	23.6	24.9	26.4	26.0	25.8	24.4
2) WINSTON	R.J. REYNOLDS	11.1	10.8	9.0	8.8	7.5	6.8
3) SALEM	R.J. REYNOLDS	7.7	7.3	6.2	6.2	5.5	4.9
4) NEWPORT	LORILLARD	4.2	4.4	4.7	4.6	4.7	4.8
5) DORAL	R.J. REYNOLDS	3.0	3.4	3.6	4.3	4.6	4.4
6) KOOL	BROWN & WILLIAMSON	6.0	6.0	6.0	4.9	4.6	4.3
7) GPC BLACK & WHITE	BROWN & WILLIAMSON	1.6	1.4	1.1	1.3	2.1	4.2
8) CAMEL	R.J. REYNOLDS	4.2	4.3	3.9	4.4	4.0	4.1
9) BENSON & HEDGES	PHILIP MORRIS	4.2	3.9	3.9	3.6	3.2	3.0
10) MERIT	PHILIP MORRIS	3.9	3.8	3.8	3.5	3.1	3.0
11) VIRGINIA SLIMS	PHILIP MORRIS	3.1	3.0	3.2	3.1	2.8	2.6
12) BEST VALUE-BLACK & WHITE	AMERICAN	-	-	-	0.2	1.0	2.5
13) BASIC BLACK & WHITE	PHILIP MORRIS	-	-	-	0.1	0.9	2.3
14) CAMBRIDGE	PHILIP MORRIS	1.1	1.8	2.3	2.5	2.8	2.0
15) VANTAGE	R.J. REYNOLDS	3.1	3.0	2.5	2.4	2.0	1.7
16) OTHERS		19.9	18.8	20.4	21.5	23.5	25.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		67.2	67.8	68.5	69.7	70.4	70.6
FILTER MENTHOL		27.7	27.5	27.1	26.3	25.9	26.0
NON-FILTER		5.1	4.7	4.3	4.0	3.7	3.4
PRICE SEGMENTATION %							
HIGH		89.8	88.9	85.2	80.8	75.0	69.8
ECONOMY*		10.2	11.1	14.8	19.2	25.0	30.2

*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Generics, Montclair, American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra, Viceroy, Bucks) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

210650005Z

USA 2

(USA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 MG)	10.6	11.2	11.5	12.0	12.5	12.6
MEDIUM (7 MG- 15 MG)	39.9	40.1	43.2	40.5	41.5	41.5
HIGH/FULL FLAVOR (16+ MG)	44.4	44.0	41.0	43.5	42.3	42.5
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

2500059013

USA 3

(U.S.A.)

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.2	2.0	1.8	1.7	1.5	1.3
80 mm to 85 MM	57.2	57.2	57.1	56.8	56.5	56.1
100 MM	38.2	38.4	38.6	39.1	39.8	40.6
OVER 100 MM (120's)	2.4	2.4	2.5	2.3	2.2	2.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	97.6	98.2	98.6	98.8	99.1	99.3
25 CIGTS/PACK	2.4	1.8	1.4	1.2	0.9	0.7
PACK TYPE SEGMENTATION %						
SOFT PACK	80.4	78.5	76.8	76.4	74.7	73.5
FLIP TOP BOX	19.6	21.5	23.2	23.6	25.3	26.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	**1	**1	**1	**1	**1
H) CINEMA	1	1	1	***2	***2	***2
I) SAMPLING	*3	*3	*3	3	3	3
J) TRANSIT	-	-	-	-	+3	+3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.

**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.

***Not used based on internal policy decision.

+Banned in Boston and San Francisco

(U.S.A.)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	*NO	*NO	*NO
B) CARTONS	NO	NO	NO	*NO	*NO	*NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	2,768.4	2,541	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	13,756	12,506	N.A.	N.A.	N.A.	N.A.
LITTLE CIGARS	453.5	1,166	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND LBS.)	3,396	3,871	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND LBS.)	76,394	74,691	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND LBS.)	45,093	47,809	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
KRETEK (MILLIONS)	44,922	41,283	N.A.	N.A.	N.A.	N.A.

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*BUT ARE USED FOR SOME BRANDS.

510690009Z

USA 5